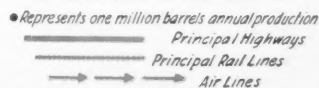


## A. P. I. CONVENTION NUMBER

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and  
Now*



## CONTRAST OF MEN AND THINGS

THE whole business world runs on comparison and contrast. People are receiving impressions. They act on them. Impressions sweep to success. You may not realize it, but people are everlastingly contrasting men with men, things with things, businesses with businesses.

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*Do not fail to visit the*  
**Arthur A. Everts Co.**  
*Jewelers*

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is worth  
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thousand  
words



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*Try the ownership  
test*

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# DALLAS

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# If the "API" met in New York!



## New York *wouldn't . . . couldn't* afford a man more than Kahn's!

And next year, if the A.P.I. goes to Los Angeles, that city of things new won't show you men's clothes newer or smarter than Kahn's! For this store's stocks, thousands of miles from Fifth Avenue or Wilshire Boulevard, are as modern and metropolitan as you'll find on either.

Zeal knows no geography. And here at Main and Elm at Lamar in Dallas, you'll discover the same interest in new style, the same enthusiasm for skill and fine quality, no less an eagerness to please and, perhaps, a more than usual practicality with it all . . .

if you consider that it was Kahn's that first in America promoted fitting hats to head shape and physiognomy, Kahn's who pioneered lighter weight Spring clothes, Kahn's who devised the lighter weight, sleeveless and knee length Summer pajama . . . and so on, through a great listing of contributions to men's smartness and comfort.

So, if you're coming to Dallas, from Longview or Long Island, you'll want to see this man's store of Kahn's. You'll find it interesting and profitable.

*Society Brand Clothes*  
*Stein-Bloch Clothes*  
*Burberry Topcoats*  
*Grenfell Cloth Coats*  
*Stacy-Adams Shoes*  
*Nunn-Bush Shoes*  
*Mansco Underwear*

*Vassar Underwear*  
*Cooper's Underwear*  
*Val-a-Pak Luggage*  
*Dobbs Hats*  
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*Manhattan Shirts*  
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*Phoenix Hosiery*  
*Westminster Hosiery*  
*Resilio Neckwear*  
*Interwoven Hosiery*

Since 1872 . . .

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• • Main and Elm at Lamar • •

*One of America's really great Men's Stores*

Remember when . . .



"Jitney wagons" dispensed "illuminating oil" from door to door when kerosene lamps were still in general use.

## "A Jitney's Worth of Illuminating Oil"

**M**ANY of us can remember when kerosene, or "illuminating oil," was purchased almost daily by many homes and business establishments. "Jitney" wagons went from house to house dispensing kerosene by the nickel's worth. That was twenty years ago. Since then Dallas has grown mightily. New and greater uses have been found for petroleum products while the cost of electric light has been reduced more than fifty per cent. Today a "jitney" will buy fifteen times as much light from an electric lamp as it will from a "coal oil" lantern.

## Dallas and Oil Grow Up

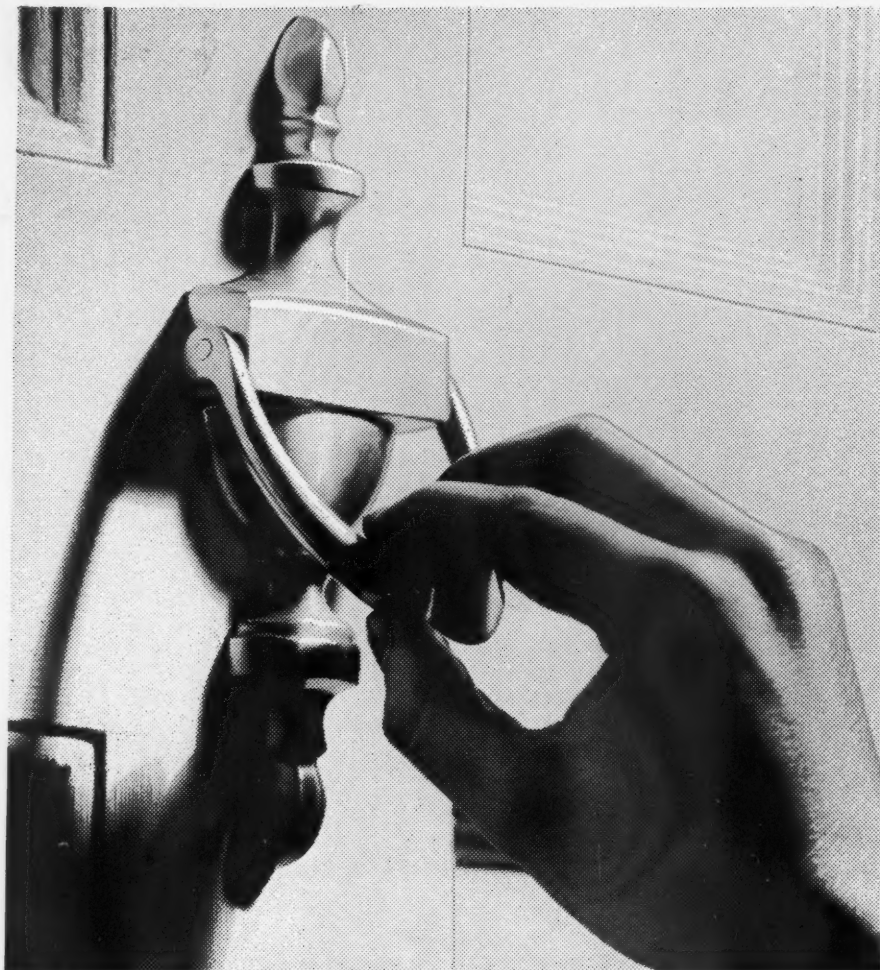


From this wooden shack at Corsicana in 1898 the oil well supply business in Texas has grown to tremendous importance with Dallas as the center.

**T**OGETHER Dallas and the oil industry have grown to positions of tremendous importance. And as we welcome the American Petroleum Institute in annual session here, our city has become the center of the oil supply business in the Southwest. From the first oil well supply house at Corsicana in 1898, the supply industry has developed to amazing proportions until today nearly \$100,000,000 is spent annually in Texas for oil supplies and material. Dallas is proud of its importance as an oil center and appreciative of what petroleum contributes to its greatness.



### DALLAS POWER & LIGHT COMPANY



## Everyone's "AT HOME" SOCIALLY TO THIS BUSINESS VISITOR!

MAY you call socially upon everyone you would like to sell? Would the door be opened to your knock, and you be received with outstretched hand?

The lowly letter may! And be eagerly taken, and carefully opened, and . . . read, provided your message is well-mannered, inviting, and . . . read through, provided your story is told

interestingly, and . . . its purpose done, provided you have chosen those with the ability to buy what you have to sell.

*Selling is an art. And Direct Mail Selling is an art in itself . . . in which this business is specialized and excels, throughout the planning, creation, production and mailing of Direct Mail Advertising.*

W. MARION NEWMAN,  
President

**COMMERCIAL / / /**  
**PRINTING & LETTER SERVICE CO.**  
9th FLOOR . . . SANTA FE BLDG. . . . 2-8168





# Dallas Welcomes the Oil Industry

National and world leaders in the great Petroleum Industry will assemble in Dallas on November 13 to 15, for the fifteenth annual convention of the American Petroleum Institute. To all who attend this meeting Dallas extends a cordial welcome. Committees have been working for months to make this the greatest convention in the history of the American Petroleum Institute.

Dallas feels that it has more in common with the industry than any other city in America. In recent years its growth as an oil center has been remarkable. Many of the leading producing and supply companies have selected Dallas for their headquarters, and in the future many others will find Dallas a suitable place for their offices and plants. Dallas, we believe, is destined to become the world's greatest permanent oil city.

On the front cover of this publication is a new Oil Map of the Southwest, showing the principal producing areas. These fields now yield more than sixty-five per cent of the Nation's output. The Southwest dominates the industry, and known reserves indicate that it will, for many years in the future, be the principal oil-producing region of the world.

Dallas offers to the industry a central location, with every important field within overnight travel. A network of railways, paved highways and air lines gives quick and economical transportation to every oil region in the area.

In addition to its central geographic location, providing easy access to all the major oil fields of the Southwest, Dallas offers, it believes, in greater abundance than any other city, the kind of living conditions and home surroundings that oil executives demand for their families. On Pages 16-19 will be found a brief history of Dallas and a description of its social and cultural life, its educational facilities, its many means of wholesome recreation—those things that make Dallas a delightful place in which to live as well as an ideal place in which to maintain business headquarters.

Dallas invites the Oil Industry to investigate its advantages, to analyze its facilities, and to locate permanently in Dallas if they find these facilities and advantages superior to those available in their present locations.

DALLAS CHAMBER OF COMMERCE,

R. L. Thornton, President.





*Herbert L. Pratt*



*Axtell J. Byles*



*Carl Young*



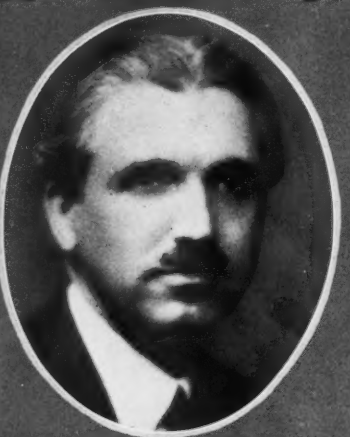
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*W. R. Boyd, Jr.*



*Lacey Walker*



*Charles E. Arnott*



*K. R. Kingsbury*



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# A P I CONVENTION PROGRAM

Many Problems Vital to the Industry's Welfare Up for Discussion  
by Able Speakers at Dallas Meeting

**C**ONTROL of industrial activities, future Federal legislation affecting the petroleum industry, technical developments in production and refining, marketing possibilities, and the influence of taxation are featured subjects on the program of the Fifteenth Annual Meeting of the American Petroleum Institute, to be held November 13 to 15 at Dallas, Texas.

Secretary of the Interior Harold L. Ickes, who is also the Federal Oil Administrator, has been invited to address this annual general conference. Also on the speaking program are Amos L. Beaty, chairman of the Petroleum Planning and Coordination Committee, and C. C. Chapman, editor and publisher of *The Oregon Voter*, widely known as "the father of the gasoline tax."

A committee, representing the oil fraternity of Dallas and also of the entire state of Texas, participated in making arrangements for the 1934 meeting. The complete facilities of both the Adolphus and Baker Hotels in the Texas city have been reserved.

The Institute's Annual Dinner plans have been enlarged to provide for two simultaneous banquets—one in each headquarters hotel, with nationally known humorists and radio stars heading the program of entertainment.

Committees representing various phases of petroleum-industry activity—production and engineering, refining, marketing, geological, legal, royalty, accounting, equipment manufacturing and supplying, scouting and leasing, drilling, and trade press—have arranged twelve dinners for oil men active in these undertakings.

## Elaborate Plans Made

Arrangements have been made for three golf tournaments—one for each of the producing, refining, and marketing divisions of the industry. Fifteen tours will enable visiting oil men to inspect virtually all the Southwestern oil fields prior to the meeting.

In order to accommodate the thousands of oil men who attend, special railway and highway service will be provided; the city's taxicab facilities will be increased to 250 cars, and seventy-five additional trunk and private telephone wires (with special long-distance service) will be installed in the four larger hotels. A bridge will be built across Commerce Street, linking the Adolphus and Baker Hotels. Special offices, with

## Features of Fifteenth Annual Meeting

- 2 General Sessions
- 8 Group Sessions
- 46 Scheduled Committee Meetings
- 40 Addresses and Technical Papers
- 8 Officers to be Elected
- 39 Directors to be Elected
- 75 General Committee Members to be Elected
- 3 Banquets
- 3 Luncheons
- 122 Dinners
- 1 Barbecue
- 3 Golf Tournaments
- 15 Sightseeing Tours

telephone and stenographic service, have been made available in nearby office buildings to oil men and groups.

The Dallas General Committee, with Capt. J. F. Lucey as chairman, has established offices at 1311 Magnolia Building. The committee is making arrangements that each guest will be registered before arrival and need only present a registration card at the hotel desk, and obtain his key, to reach his assigned room.

Committee meetings are to begin Saturday, November 10. All day Monday, November 12, also will be given over to meetings of technical and other committees, with the first meeting of the Institute's Board of Directors scheduled for Monday afternoon. The American Petroleum Industries Committee also will meet Monday afternoon.

The Institute's Board of Councilors, entrusted with the nomination of members of the Board of Directors, will meet Tuesday morning, November 13. Various other committee meetings will be held during the morning.

The first general session will be held Tuesday afternoon. At this time members of the Board of Directors will be elected and accident-prevention awards made to various oil companies for progress in safety work during the past year.

## The President's Address

The first speaker on the Tuesday afternoon program will be the Institute's president, Axtell J. Byles, who will deliver the annual "President's Address."

He will be followed by William R. Boyd, Jr., executive vice president of the Institute and chairman of the NRA Petroleum Board of Review. Director Baird H. Markham of the American Petroleum Industries Committee will report on the work of that Institute group during the past year and discuss taxation and legislation affecting the industry. The final address will be delivered by C. C. Chapman, of Portland, Oregon, who in 1919 was instrumental in writing the first state law imposing a tax upon gasoline to finance highways.

The Board of Directors will have a luncheon meeting at noon. Divisional general committees will meet Tuesday night.

Group sessions of the Institute's Divisions of Production, Refining, and Marketing will be held Wednesday morning, November 14. A general session is scheduled for Wednesday afternoon, with the invited speakers Secretary of the Interior and Federal Oil Administrator Ickes and Chairman Beaty of the Petroleum Planning and Coordination Committee. The Board of Directors will meet in the morning, and various committee meetings will be held throughout the day.

The Dallas Chamber of Commerce will hold a dinner for the Institute's Board of Directors, the governors of five Southwestern states, and representatives of state oil commissions Wednesday evening.

## Barbecue at Boyd Farm

The annual-meeting program Wednesday evening provides for a group session of the Division of Production on drilling and production practice, and a joint group session of the Divisions of Refining and Marketing on fuel problems. Various committees will be in session throughout the day.

Thursday morning, November 15, will be given over to group sessions of the three divisions and to committee meetings, with the Annual Dinner in the evening.

On Friday, November 16, those attending the meeting go to the farm of Executive Vice President Boyd along State Highway No. 7, between Fairfield and Teague in Freestone County. There the commercial organizations of the two municipalities, in cooperation with local oil men, will entertain at an old-fashioned country barbecue in honor of Mr. Boyd, a native of Fairfield and the first mayor of Teague.

# Texas Petroleum Progress Cradled at Corsicana

(Courtesy Magnolia Oil News)

**T**EXAS has not always been the leading petroleum producing State in the Nation. Back in the sixties, when Pennsylvania was experiencing its first great boom while all over the world people were still talking in awed whispers about the epoch-making Drake discovery well at Titusville, it was little dreamed that some day that wild and little known expanse of territory which constitutes the Lone Star State would produce three hundred million barrels of petroleum in a single year.

Even as late as 1898, three years after oil was first produced in commercial quantities at Corsicana, the birthplace of Texas petroleum and of the Magnolia Petroleum Company, the Nation still looked upon the oil business in Texas with more or less skeptical eyes. However, Corsicana had then developed sufficiently to be accorded some slight degree of recognition in the "Derrick Handbook on Petroleum," an Oil City (Pa.) publication which was the guidebook of the industry at that time.

## Cradle of Texas Oil

In considering the present vast development of the Texas petroleum industry, it is interesting to review what the "Derrick" had to say about Corsicana, which then represented the Texas petroleum industry in its entirety. Under date of April 7, 1898, the "Derrick" in its "Oil Region Chronology" said:

"Texas Oil Field, East Corsicana. At the present date the statistics at the Corsicana Field are as follows:

Total Number of Wells in Field.....	113
Dry Holes.....	13
Wells Flowing.....	100
Wells Drilling.....	17
Rigs Available.....	15
Daily Output (bbls.).....	1,500
Wells on Pipe Line.....	94
Wells Pumping.....	30
Wells Completed in March.....	21
Number Men Employed.....	200
Daily Payroll.....	\$400

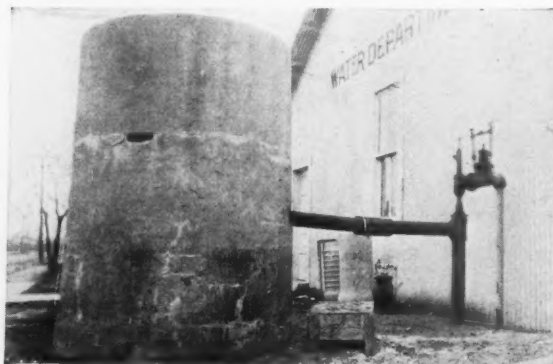
And the Oil City "Derrick" even went so far as to compliment the Corsicana Field for having "An unexcelled product for illuminating oil."

But we are getting ahead of our story for when the above was published Texas already had made a good start on its road to petroleum greatness. Although the world did not know it, petroleum was benefiting the natives of Texas long before Drake brought in his Titusville well in 1859. There was a place in East

Texas known as Damon Mound in Brazoria County, where the Karankawa Indians would gather to drink the blue-black water that collected in depressions in the rocks and to bathe in what they called "sour dirt." Indians attributed many curative properties to the water which came to be known as "Rock Oil."

## Earliest Development

White men suspected that "Rock Oil" was in fact a seepage of the same kind of oil that they had heard was bringing new wealth to Pennsylvania. In 1866, immediately after the Civil War, several wells were drilled at Oil Springs, near the present town of Chireno in Nacogdoches County. Production was small and interest soon waned.



The water well at Corsicana where oil was discovered in 1894 as it appears today. It was this well that started the Corsicana development and led to the founding of the Magnolia Petroleum Company.

In 1877 development of Texas oil was revived with the discovery of another field near Nacogdoches and a number of wells were drilled to a depth of around 200 feet. Sufficient interest was aroused to encourage the construction of a 5-mile pipe line from the field to the city of Nacogdoches. Production soon played out, however, and the pipe line was taken up and utilized for the Nacogdoches waterworks system.

While these early developments indicated the existence of petroleum in Texas, the actual development of the oil industry in the State dates from the accidental discovery of petroleum at Corsicana. This led to the founding of the Magnolia Petroleum Company, the earliest producing, refining and distributing corporation in the Texas field.

Instead of being heralded with joy, the discovery of oil at Corsicana was a real disappointment to the citizens of that Central Texas municipality who wanted water. The discovery occurred in the drilling of a deep Artesian well by the

city which felt that its well was ruined when petroleum appeared as the well was bailed. However, drilling was continued although oil persisted in making a strong showing from the time the 1,035-foot level was passed until the well was completed at 2,480 feet. Three derricks were burned down by the carelessness of curious spectators and the drilling contractors were almost bankrupt. Eventually the well was cased in and became a good water producer. That was in 1894.

## Drill for Oil

Interested by the showing in the city's water well, several Corsicana citizens had visions of petroleum wealth and the following year Ralph Beaton and H. G.

Damon formed a partnership with John Davidson, a driller, and drilled Corsicana's first oil well two hundred feet south of the water well. It came in on October 15, 1895, with a production of two and one-half barrels a day. A second well was drilled just north of the Cotton Belt tracks and a third well at Collin and Fourth Streets brought up oil and gas at 1,040 feet and settled down to a daily production of twenty-two barrels.

These latter wells and others were completed in 1896 and in that year the Corsicana field was credited with a production of 1,450 barrels. Drilling continued in 1897 and production for that year reached the record

total for the time of 65,000 barrels. But there was no market for the crude product and Corsicana needed a refinery.

It was then that the Magnolia Petroleum Company entered the picture as told by J. S. Cullinan, one of its founders, in another article appearing in this issue of the **Magnolia Oil News**. How Magnolia first developed the Corsicana field and then expanded its activities throughout Texas and in Oklahoma, Arkansas, Louisiana and New Mexico forms one of the brightest chapters in the petroleum development of the great Southwest.

## Spindletop Roars In

While the Texas petroleum industry was being cradeled at Corsicana in the late nineties and production in North Central Texas augmented by the discovery of the old Powell field, near Corsicana, in 1900, oil men from Pennsylvania were prospecting in other sections of the State. Citizens in various localities began to have visions of oil riches brought close home by the Corsicana development.



And these dreams became a reality when on January 10, 1901, the Lucas Gusher at Beaumont roared out its announcement to the world with a "geyser" of petroleum spouting two hundred feet into the air. The Lucas Gusher heralded a new epoch in petroleum history, the beginning of Spindletop, probably the most famous oil field of all time.

Although Spindletop usually dates its beginning from the Lucas Gusher, the presence of petroleum in that section of the Texas Coastal Field had been suspected for a number of years prior. However, Pattillo Higgins, a self-taught geologist of Beaumont, was the first to take active steps with a view of production. Higgins succeeded in converting a group of Beaumont business men to his belief that oil would be found under Spindletop hill and the Gladys City Oil, Gas and Manufacturing Company was chartered in 1892.

Pattillo Higgins had relinquished his interest in the company before the first attempts were made to drill. The first well was started in 1893 with M. B. Looney of Dallas as the drilling contractor, but the well was abandoned on account of difficulties in the quicksand at 418 feet. Second and third drilling contracts were made in 1895 and 1896, but neither of these attempts to drill were more successful than that of Looney.

#### Rewarded at Last

After withdrawing from the Gladys Company, Higgins secured leases on adjoining acreage and continued his efforts to induce some one to make a test. His efforts were finally rewarded in 1899 when an advertisement he had inserted in a publication attracted the attention of Captain Anthony F. Lucas, a mining engineer who had been prospecting the salt domes on the Louisiana coast. Captain Lucas came to Beaumont and entered into a contract with the Gladys Company for lease rights held by the company.

The first well drilled by Captain Lucas encountered a strong showing of gas at 575 feet and a trace of oil, but his financial resources were exhausted before completing the well. In his search for backing he finally induced Guffey and Galey of Pittsburgh to finance a second well and the Lucas Gusher was the result.

The Lucas Gusher was spudded on October 20, 1900, with Curt Hamill as driller. To overcome difficulties encountered in previous attempts to drill at Spindletop, Captain Lucas used a crude rotary rig which marked the beginning of rotary drilling. On January 10, 1901, according to Captain Lucas' log, the well had reached a depth of 1,160 feet. Oil had been "showing in the ditch," but even the crew did not suspect that the well was nearing completion.

Drilling had been stopped early in the morning of the tenth to change the bit, and then while the four-inch drill pipe was again being run in the hole the Lucas Gusher came in.

So strong was the pressure that it forced the heavy drill up seven hundred feet through the hole and through the

derrick. Then came an eruption of mud, sand and rocks mixed with gas which made a deafening roar as it rushed to the surface, and then a solid column of oil, spouting above the top of the derrick and increasing in force until at the end of the third day the oil column was gushing fully two hundred feet high. It was thus that Spindletop came in.

#### Frenzied Rush Begins

Nothing like the Lucas Gusher had ever occurred before. It centered the eyes of



The roar of the Lucas "Geyser" was heard around the world when this great gusher blew in at Spindletop on January 10, 1901. In the picture the well is seen as it appeared on the third day with oil spouting 200 feet into the air.

the Nation upon Spindletop and planted the germ of oil speculation that was to spread throughout the country. But it also loosed the pursestrings of capital and the development of this and other fields was the result. People rushed thousands of miles to Beaumont and Spindletop in search of the fabulous riches of which they had heard. Derricks sprang up like magic and at one time there were five hundred of them on one hundred and fifty acres of land.

With Spindletop production added, Texas' output of petroleum jumped from 2,119,000 barrels in 1900 to 4,394,000 in 1901. Spindletop continued to astonish oildom and the next year, 1902,

reached its peak with the enormous production of 17,421,000 barrels which was ninety-six per cent of the Texas' production for the year. It was overproduction, of course, and at one time during the Spindletop boom the price of oil fell to three cents a barrel.

Spindletop slackened up somewhat in 1903 with the result that the State's production for that year dropped slightly to 17,956,000. But the Texas oil fraternity had received a taste of big production. Development of the Gulf Coast was carried on in earnest. Sour Lake, long noted as a health resort in Hardin County, had begun to produce in 1902, the Boston field entered the producing column in 1903, Saratoga and Matagorda fields were added in 1904, and Humble and Dayton joined up in swelling the Texas petroleum output in 1905. In that year the State's production reached 28,136,000 barrels, a figure it was not to equal again until the United States entered the World War in 1917.

#### North Texas Begins

While the Texas Gulf Coast monopolized petroleum interest for several years following the discovery at Spindletop, other sections of the State were soon to enjoy their share of oil prosperity. First one, then another district in the broad expanse of the Lone Star State had produced an oil field of consequence until now there is hardly a county that has not experienced oil activity in some degree.

Since the beginning of Texas petroleum production at Corsicana, the northern half of the State had done nothing spectacular in the way of discovery, although Petrolia in Clay County on the northern boundary had begun to produce in 1904 and there was some production at Jacksboro and other points, while the Caddo field west of Shreveport, La., had spread across the line into Marion County, Texas, in 1910. The State's production in '9, '10 and '11 dropped below ten million barrels.

But in 1911, W. T. Waggoner, owner of a 600,000-acre ranch in Wichita County, gave orders to drill some water wells and struck oil. Waggoner was not particularly pleased, but, being a practical man, he decided to develop the oil. The Electra Field, named for his daughter, was the result. The Waggoner wealth coming from this field became one of the early examples of Texas oil millions.

#### And Then Ranger

Electra, first great North Texas field, helped the Wichita area to take its place as a major producer and brought Texas production up to more than fifteen million barrels in 1913 and twenty millions in 1914. In the meantime the Gulf Coast area had been strengthened by the opening of the Orange Field in 1913.

While Electra was still occupying the limelight, the first Middle West Texas production was begun with discoveries at Moran and Strawn in 1914 and 1915, but the real impetus to drilling in this great area was given by the discovery of the field at Ranger in 1917. W. K. Gordon, a young engineer who had been employed

to survey a railroad out of Strawn where he discovered coal, is credited with the starting of the Ranger field on its road to big production.

Gordon, firmly convinced that oil underlay the soil of Eastland County, including the town of Ranger, obtained a lease of 18,000 acres from the citizens of Ranger on the condition that he would drill. His first well on the McCleskey farm, a mile from Ranger, had reached a depth of 3,235 feet when his New York backers wired him to stop drilling. He disregarded their orders and continued to drill on his own responsibility. Two hundred feet farther down he found oil, October 11, 1917. But that was only the beginning. Eastland County was soon dotted with derricks and production spread to Breckenridge and other towns in the same area.

#### "Fowler's Folly"

Ranger, however, with all of its seething activity and speculation, was but the prelude to Burkburnett which startled the world in 1918. Here we have another accidental discovery that ushered in a major field. This time it was the good fortune of S. L. Fowler, a farmer, who had been threatening to sell out for many years. But Fowler's wife had been hearing about the oil fields at Ranger, not so far away, and persuaded her husband not to sell his land until a test had been made for oil. The Fowlers formed a pool from contributions of \$100 collected from friends and neighbors and hired a drilling contractor. But it was the contractor's teamster who made the fateful mistake that started the Burkburnett field on its road to riches.

Arriving at the Fowler farm with the first load of drilling machinery, the teamster dumped it far from the site selected for the well by the contractor. When the contractor arrived and discovered the error, he decided to drill there and save the trouble of hauling the rig to the spot originally chosen. Had he drilled at the site first indicated he would have struck a dry hole and Fowler probably would have sold his farm in



Money changed hands fast at the Oil Exchange when Spindletop was at its height.

disgust. As it was, the well produced 1,600 barrels the day it was brought in and each member of the Fowler pool received \$12,000 for every \$100 invested in the venture. By August, 1919, the Burkburnett field was producing 120,000 barrels of oil a day. And in that year Texas produced 79,366,000 barrels of oil, just twice as much as was produced the previous year.

#### Davis Wins at Luling

The Desdemona field in the Ranger area followed close on the heels of Burkburnett and Texas production in 1920 climbed to 96,868,000 barrels. Oil excitement was fanned to fever heat and while the oil towns bred lawlessness of the lower order, shady stock promoters preyed upon credulous investors to an extent that had never been known before, nor since. Hundreds of companies were promoted, but few paid dividends.

While Ranger and Burkburnett began to settle down to steady production, we find the scene of oil interest shifting to Luling in Southwest Texas where Edgar B. Davis formed the United North and South Oil Company to prove his conviction that petroleum could be produced in the area. And in that development the

Magnolia Petroleum Company played a major role.

Davis found oil after many vicissitudes, but was having major difficulties when Magnolia came to his assistance on June 11, 1923, with a loan and a contract for the output of his properties. This saved the day for Davis who was able to continue development to major production in 1924. In 1926 Magnolia bought Davis' company outright for \$12,100,000. The sale was said to have been the largest outright purchase of oil-producing properties ever consummated in Texas.

#### First Big "Come-Back"

Retracing our steps to where Texas petroleum production was born—at Corsicana—we find Col. E. H. Humphreys drilling a well at Mexia, only a few miles from Corsicana. This first Mexia well began to produce in December, 1920, and the Mexia area soon developed into a major field. But it was just an introduction to the spectacular "come-back" of Powell, the second Texas field which had followed the original discovery at Corsicana.

Unlike many other Texas developments, the Powell come-back was not accidental, but resulted from accurate geological information. It had lain almost dormant for twenty-five years only to be revived by deeper drilling to reach a peak output of 356,000 barrels a day. In 1924 this field produced around forty million barrels.

Texas oil production, which had passed the hundred million mark for the first time in 1921, climbed to 118,684,000 in 1922; 131,023,000 in 1923 and 134,522,000 in 1924.

#### Oil in West Texas

Oil in the Texas Panhandle was first discovered in May, 1921, with a well in Carson County. This development spread into Hutchinson County where we find Borger whose reputation for feverish activity is still fresh in the memory of most Texans. Potter County also has its oil with Amarillo serving as the capital of the Panhandle field.

Far further south in West Texas,

(Continued on Page 58)



Only three months old, but Tuckertown in Navarro County already had a population of 6,000 following the spectacular Powell come-back. Tuckertown was ten miles southeast of Corsicana.



# WILL INDUSTRY CONTINUE COMPETITIVE?

By JOSEPH F. LEOPOLD

**T**HE present-day trade association attacks the problems of uniform cost accounting, co-operative advertising, group planning in the various fields of production, style and color, and prepares much statistical data for public dissemination and private use. A myriad details comprise a year's work in a properly managed organization. The finished job is simply a pyramid of this detail. Labor costs, production and distribution methods and cost, are all interesting and valuable if first we recognize certain fundamental problems and their constant change. "Nothing is so constant as change," said Confucius more than twenty-three hundred years ago. Dr. Gus Dyer, the economics department head of Vanderbilt University, puts the same idea more crudely, but with greater punch, when he says that, "The business man of today has to run like hell in order to stay where he is at."

The International Ice Cream Manufacturers' Association has spent at least an hour in each of their nearly thirty annual conventions attempting to define "ice cream." The committees have labored between times. These problems are most difficult. The first step is to define—either the product or the service. The next is to identify the goal of the business or industry. Then we can discuss the underlying fundamentals that are common to all business of which each industry is a part.

## Interested in Effects

Consequently I shall not touch causes. We have frequently marketed credit rather than merchandise. We know countless other mistakes of the past. Today we are interested in effects! It is these multiplied mistakes that cause change. Human endeavor is trial and error. What was good once is bad now. What was radical ten years ago is quite conservative today. Just a few months ago we hailed the National Industrial Recovery Act as a "Bill of Rights" and a "Magna Charta" for the trade associations. Today we do not believe these trade associations are as strong as they were ten years ago. In many industries the Code Authority has almost supplanted the trade association. Many organizations are financially stranded without leadership or support. It is safe to say that trade associations, generally, do not have the complete confidence of the National Recovery Administration. Upon these organizations and their leadership rests the sole responsibility as to whether this trend is to be

accentuated, held where it is, or reversed.

And so I offer my first prophecy. Industry, through its ownership or management, must find a reasonable way of getting along with those who are dependent upon it. That means getting along with labor, and it means getting along with the consuming public. I don't like to make such a plain statement, but I know it must be made. If we don't do this job for ourselves in our several industries, we might as well realize now that governmental authority will do it for us. It is worth knowing in this connection, that when the preponderate majority of the members of an industry declare some certain practice to be fair or to be unfair, that our courts have given great weight to such declarations. We should not place too great belief in our own individual notions of what is constitutional or legal. Law is a combination of custom, morals and current belief. Law changes just as business changes. Therefore, in my opinion, what happens to trade and industrial organizations, and to Code Authorities too, will depend a great deal more upon what they do for themselves, than upon what the slow process of the law, through NRA or what not, does for them.

Most certainly no sane business man believes that there should be a completely unfettered and unrestricted competition. With an unrestricted, unchecked competition, honestly operated, prices are always either too high or too low. If there is a scarcity, the sellers of a commodity push the price as high as possible to drain the very last penny of profit. If there is a surplus, either of actual commodities or of capacity for their production, the price level, if left to itself, will drop not only to the cost basis of the "lowest cost producer," but to an even lower point, and capital investment is first impaired and then destroyed. The consequent tremendous pressure then develops to lower the price of labor; the factories and business houses close, with resultant unemployment; and the business chaos remains until the excess goods are used or the extra and unused plant capacities are destroyed.

## Price Fixing Difficulties

Price fixing, therefore, has its difficulties. Most of us, dealing with organization or industry, conceive price fixing as fixing the minimum price only, the same as we now deal with labor in fixing minimum wage scales. That leaves labor free to exact the higher wage when there is demand, with the cushion of minimum

hours and wages in the background. To my way of thinking, it is just as poorly conceived a social pattern for a plasterer to receive \$12.00 per day for doing about one-half as much work as he can comfortably do, as for a piece-work woman garment worker to be paid at a rate that will produce only \$1.00 a day for her maximum of effort. Price fixing in the opinion of most thinking men tends to monopoly. Just why I can't even guess. Monopoly, to me, is the exclusive right or privilege to the control of certain products or services. To my way of thinking, nothing can produce monopoly quite so rapidly as unrestricted competition.

Mr. Charles R. Stevenson, senior partner of one of the great accounting firms of New York, and an industrialist as well, presents a most interesting viewpoint as follows:

"If I were in a position to write the ticket for industry in this country, I should give each industry the right to name the prices at which its products should be sold, and I should enforce these price determinations through the due process of law. These prices, in my opinion, should be based on certain factors which would insure absolute fairness and equality of treatment to capital, management, labor and consumers—the four factors involved in every transaction. I should determine these prices on the average industry cost, using replacement costs for raw material, adequate wage rates for labor, and overheads based on a reasonable use of the facilities of the industry. I should not expect this cost to include carrying charges on idle, unused or excessive capacity. Executive salaries should be checked and should bear a reasonable relationship to the size of the company involved."

Recent writings of Past President Hoover indicate his views for business to be completely covered by the Bill of Rights section of our Federal Constitution. He says in effect that a guaranty of those rights, publicly espoused by administration leaders, would remove doubt and fear and that consequently business would rapidly solve its own ills and quickly recover.

## Uniform Practices in Industry

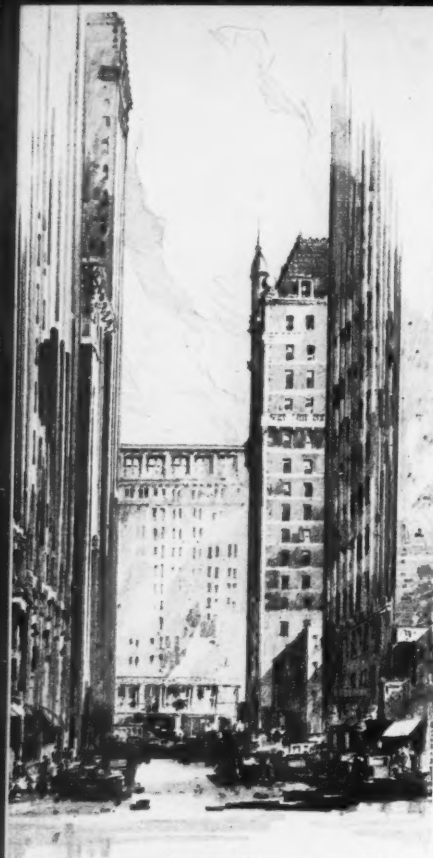
Anyhow we have lots of problems to solve. We have long discussed uniform cost accounting. How about uniform practices generally within specific industries? How about uniform methods of distribution? Shall we follow the older plan of manufacturer, wholesaler and retailer, or direct selling, chains, group merchandising, or what? Certainly all these and hosts of other problems are important questions in the solution of the problem of business competition.

In the early part of this present year our Supreme Court, by a five to four decision, upheld the Minnesota law on mortgages. In effect their decision held

(Continued on Page 34)

# DALLAS

## History and Growth



Akard Street Canyon

Federal Reserve Bank



**D**ALLAS had its beginning in 1841, when John Neely Bryan built a log hut on the bank of the Trinity River and, with a few companions who joined him later, formed the nucleus of a village known as Peter's Colony. In 1845 the name was changed to Dallas, in honor of George Mifflin Dallas, Vice President of the United States under Polk. By 1871 Dallas had reached a population of 5,000 and was incorporated.

From its earliest days its progress has been rapid, until it now outranks all other cities in the Southwest in commercial importance. The curve of its growth has been steadily upward, with no abnormal peaks representing boom periods and consequently no valleys that necessarily must follow in the wake of booms. Its remarkable stability and constant growth, even in periods of economic stress, are attributable to the many-sidedness of its commercial structure and to the continued development of its vast trading area.

In volume of business transacted, Dallas is far ahead of all other cities in the Southwest, its total for wholesale, retail and manufacturing now annually exceeding a billion dollars. It is the home of the Federal Reserve Bank of the Eleventh District, and the leading financial center in the Southwest. As a wholesale center, it does more business than the second and third cities in Texas combined, and as a wholesale dry goods and apparel market, its annual volume exceeds that of all other Southwestern cities combined.

As an industrial center Dallas has approximately 750 manufacturing plants producing products annually valued at about \$175,000,000. From 1927 to 1929 the value of products made in Dallas factories increased 43.5 per cent, showing the rapid rate of the city's growth as a manufacturing center.

Among the leading cities of the United States Dallas ranks as follows in commercial importance:

- Fourth as an insurance center.
- Fifth in wholesale dry goods and apparel.
- Third as a millinery manufacturing center.
- Second in the manufacture of wash dresses.
- First as a spot cotton market.
- Thirteenth in wholesale distribution.
- Twenty-sixth in volume of retail sales.
- Seventeenth in bank clearings.
- Twentieth in bank debits.
- Twenty-second in postal receipts.
- Twelfth in volume of city telegraph receipts.
- Thirtieth in metropolitan population.

Within overnight travel from Dallas sixty-five per cent of the Nation's oil output is now produced, and Dallas is rapidly assuming a position of first importance as headquarters for oil producing companies and for concerns supplying equipment and materials to the oil industry.

## Population

**G**REATER Dallas is made up of the municipalities of Dallas, Highland Park and University Park, and numerous unincorporated districts adjacent to the corporate limits. The 1930 census gives Dallas a population of 309,658 for its metropolitan area. For corporate limits of Dallas alone (44.5 square miles) the 1930 population was 260,475.

Latest estimates of population give the City of Dallas alone a total of 278,000, and Greater Dallas, including Dallas,

Highland Park and University Park, a population of 291,505. The Dallas Metropolitan Area population is now estimated at 331,244.

The city's population has continued to grow throughout the last few years, at a time when many cities were losing population. This growth has been greatly accelerated during the last year, as is shown by the remarkable increase in telephones, gas, water and light connections and the demand for residences.

## City Government

**D**ALLAS has the City Manager-Council form of Government. Under it many economies have been effected. The City is carrying on an extensive program of improvements, according to a master city plan. This plan makes provisions

for orderly development without increasing taxes. It includes new schools as they are needed, street widening and extension, expansion of storm and sanitary sewer systems, city beautification, development of parks, new public buildings and similar projects.

## Living Conditions

**D**ALLAS is a delightful city in which to live. It has many beautiful residential districts, splendid educational facilities, numerous opportunities for recreation and amusement and a healthful, invigorating climate, with mild winters that make outdoor sports of every kind possible throughout the year. It has all the advantages of a metropolitan city with none of the disadvantages.

### Characteristics of Population

Dallas is made up largely of native Americans, with a negligible foreign element. Its people have a widespread reputation for friendliness, hospitality, and the manner in which the newcomer is received. Many of its citizens came to Dallas, from every section of the country, to take advantage of some business opportunity offered by this rapidly developing section or to manage branches of national concerns, more than twenty-five hundred of which have been established here. These men and their families have been received into the social and civic life of the city, and have become among its most loyal and valuable citizens. Newcomers find a hearty welcome; their families find it easy to adjust themselves to the new environment, to find new friends and form new social ties.

### Cleanliness

The newcomer is invariably impressed with the beauty and cleanliness of the city, the brightness of the sunshine and the clearness of the atmosphere. This condition is largely due to the fact that Dallas industries, almost universally, use natural gas as a fuel, or electric power that has been generated with natural gas. While Dallas is an industrial city of considerable importance, there is no smoke to mar its beauty. Handsome office and public buildings, as well as homes, built of stone, terra cotta, and

other light-colored materials, are as clean, bright and fresh in appearance after ten years as when built. At a recent national convention, attended by many delegates from industrial centers in the North and East, the impression was widespread among the visitors that its office and public buildings had been cleaned and brightened up especially for the convention.

### Climate and Health

Average of weather reports for thirty years gives the following data:

Average temperature, January, 45.1 degrees.

Average temperature, July, 84.0 degrees.

Average temperature, annual, 65.0 degrees.

Maximum monthly precipitation, April, 4.24 inches.

Minimum monthly precipitation, February, 2.40 inches.

Average annual precipitation, 37.97 inches.

Other Data: Average for twelve years:

Wind velocity, 8.3 miles per hour.

Humidity at 12 noon, 51 per cent.

Days between killing frosts, 245.

Altitude, 510 feet.

Constant breezes from the Gulf of Mexico during the summer months, combined with low humidity, make the climate of Dallas, as a whole, dry, pleasant and invigorating. Winters are particularly mild, and golf and other outdoor sports are engaged in the year 'round. These factors combine to make Dallas an unusually healthful city.

Dallas is also one of the recognized medical centers of the country. Its specialists have achieved sectional and national reputation, and its excellent hospital facilities attract patients from the entire Southwest.

## Educational Facilities

**D**ALLAS has an excellent public school system and a number of preparatory schools, graduates of which are admitted to all the leading universities of the country. Schools of college and university grade, with Class A rank, offer courses leading to the cultural degrees, and courses that prepare for any professional career.

There are seven high schools in Dallas—Technical High School, Forest Avenue High School, Oak Cliff High School, Sunset High School, Woodrow Wilson High School, North Dallas High School and Highland Park High School—so distributed that one of these schools is easily accessible from any section of the city. There are forty-five elementary schools in the city public school system, and in addition there are schools of elementary grade in Highland Park and University Park.

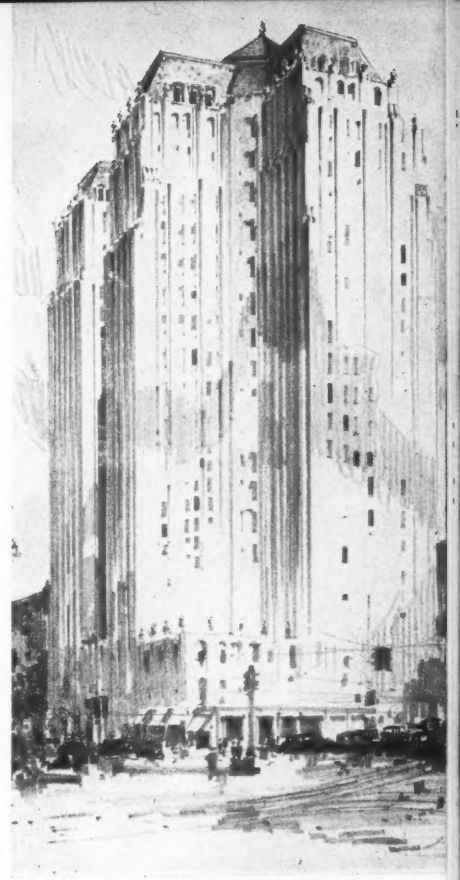
Southern Methodist University, in addition to offering courses leading to

B.A., M.A., and Ph.D. degrees provides technical training in engineering, law and journalism, with a theological school that prepares for the ministry. Baylor University Medical School offers instruction in medicine, nursing and dentistry. The Evangelical Theological Seminary prepares exclusively for the ministry.

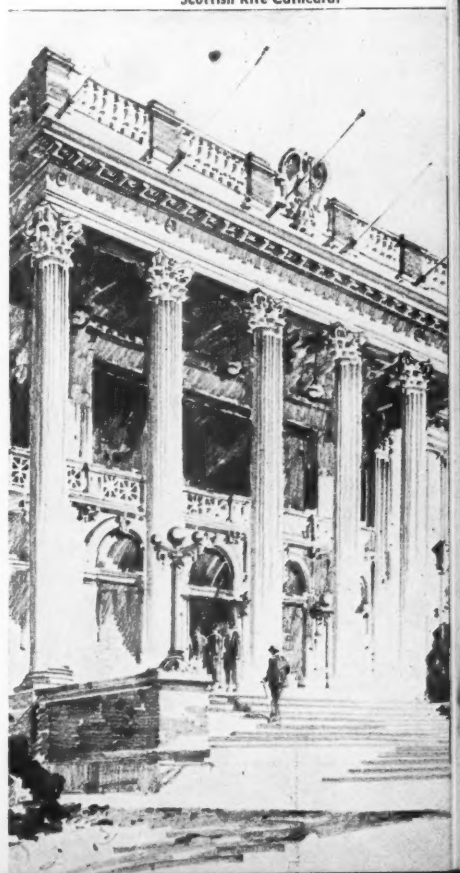
Southern Methodist University also offers special courses in business administration, and there are a number of private schools in Dallas giving business courses.

Vocational and business training are taught in the city schools, and the Southwest Vocational Training School prepares for a number of trade and industrial occupations.

Music and art are offered through special departments of Southern Methodist University and several private schools in Dallas give instruction in these subjects.



Medical Arts Building



Scottish Rite Cathedral



## Recreation and Amusement

**T**HE City of Dallas has developed a system of parks and playgrounds that offers a variety of recreational facilities for its citizenship. There are fifty parks in the city park system, covering more than 4,000 acres, well distributed throughout the city. Swimming pools, tennis courts, baseball diamonds and other facilities for sports and games are provided. During the summer months, free motion picture shows and band concerts are provided.

### Golf

There are sixteen golf courses in the vicinity of Dallas, offering ample opportunity to every one desiring to play golf, at a private golf club, on a municipal course or on one of the semi-public courses where the membership fee is nominal. The city maintains three excellent 18-hole courses—Tenison Park, Stevens Park and Oak Grove. Leading country clubs are the Dallas Country Club, Brookhollow Country Club, Lake-wood Country Club, Cedar Crest Country Club and Glen Haven Country Club. Golf enthusiasts not only have an opportunity to play, but are frequently accorded an opportunity to witness the best professional and amateur players of the country through State, District and National tournaments held in Dallas. Dallas golf courses are open the year 'round, and during the winter months exhibition matches are frequently played by the leading professional players of the United States and Great Britain. Business men in the North and East, coming to Dallas on business trips during the winter, seldom fail to avail themselves of the opportunity to play golf at a time when their own courses are closed. All Dallas clubs welcome visitors and courtesy cards are easily obtainable.

### Hunting, Fishing and Water Sports

White Rock Lake, in the eastern outskirts of the city, provides excellent facilities for all forms of water sports. It has a delightful bathing beach, and speedboat racing and sailing are favorite pastimes. It belongs to the city and plans call for its further development as a great municipal park. Lake Dallas, in Denton County, a larger body of water,

affords fishing and duck-shooting in season. There are a number of private club lakes within a short distance of Dallas which also offer excellent shooting and fishing.

### College Athletic Events

Dallas is the home of Southern Methodist University, one of the leading institutions of the Southwest and always a contender in the Southwestern Conference in all branches of athletics. Its football team has won a national reputation and schedules games annually with the leading teams of the country. In recent years it has played Missouri, Ames, the Army, the Navy, Indiana, St. Mary's and Notre Dame. The University of Texas and Texas A. & M. College play important intersectional games annually in Dallas during the State Fair. The State Fair of Texas has an athletic stadium that now seats 45,000 spectators, with plans to increase the capacity to 80,000. Ownby Stadium at Southern Methodist University now seats 25,000 and when completed will accommodate about 60,000. Lovers of other college sports, such as basketball, baseball, track and tennis, have frequent opportunities to witness such contests in Dallas.

### Baseball

Dallas holds a franchise in the Texas League, Class A rating, which includes Fort Worth, Houston, Galveston, Tulsa, Oklahoma City, Beaumont and San Antonio. The Texas League furnishes more star players to the major leagues than any other minor league.

### Horse Racing

The State Fair of Texas has a magnificent new race track and two meets are held there annually, attracting some of the Nation's finest thoroughbreds. Arlington Downs, midway between Dallas and Fort Worth, on the wide boulevard connecting the two cities, is one of the finest racing plants in the country. It likewise holds two meets annually, and no track in the United States offers a higher quality of racing. There are numerous riding clubs throughout the city and many stables where horses may be had for hire or where privately owned horses may be boarded.

## Social Clubs

**I**N addition to its many country clubs, Dallas has the Dallas Athletic Club, occupying its own \$1,500,000 building in the downtown section; the University Club, with its unique and attractive quarters built on top of one of the units of the gigantic Santa Fe Building; the Dallas Woman's Club, occupying a beautiful home in Oak Lawn, where much of the social and club life of the city centers; the splendid club rooms of the Dallas Federation of Women's Clubs; the handsome new club building of the Columbian Club, overlooking White Rock

Lake, where the Jewish social life of the city centers; the Idlewild and Terpsichorean Clubs, and numerous other social organizations.

The Dallas Public Library has its main building in the downtown district, with several branches to serve different sections. Recently a bond issue of half a million dollars was voted to enlarge the city's library facilities. Highland Park maintains a public library and art museum in the Highland Park Town Hall.



Highland Park Town Hall

Park Scene, Highland Park



## Cost of Living

**T**HE cost of living in Dallas is considerably lower than in most cities of its size, and particularly in the larger cities of the North and East. Situated in a highly productive section, with a long growing season, fresh fruits and vegetables are available the year 'round, at much lower prices than prevail in cities that must pay high transportation charges. As a consequence, food prices are generally lower. Water, light, gas and telephone rates are reasonable, and rentals are lower than in most cities.

Climate has an important bearing on living costs. It is possible, because of mild winters, to build substantial, comfortable homes at less cost than in sections where the winters are more severe. The cost of fuel for heating is likewise considerably less. The mild climate makes the cost of clothing less than where extreme winter temperatures call for considerably more clothing for comfort.

Dallas has a number of splendid residential districts offering desirable housing accommodations for the wage-earner, the salaried employe, or the executive of considerable means, demanding the highest type of surroundings for his family. Highland Park is one of the most beautiful residential sections of any city in the United States, with its winding drives, its lakes, its many beautiful parks, and its abundance of distinctive architectural designs. Other restricted residential districts noted for their beauty are Munger Place, Univer-

sity Park, Country Club Estates, Greenway Parks, Perry Heights, Greenland Hills, Kessler Park and Greenville Crest. Along the Northwest Highway, Walnut Hill Lane, Kessler Boulevard, and around the shores of White Rock Lake, are many rustic sites that are rapidly being transformed into beautiful country estates.

In recent years many new apartment buildings have been erected, from small two-story apartments to the large, modern apartment hotels. Accommodations of this character are available at any price one desires to pay. Apartment rentals range upward from \$35 per month, and residences may be had at from \$20 per month for workmen's cottages to \$50 and \$60 per month for six and seven-room brick veneer cottages, with higher prices, of course, for larger homes in the exclusive residential sections.

Residences in Dallas are all of the "detached" type, each with its own lawns, shrubbery and flower gardens, and nearly all streets in the better residential districts are landscaped, with an abundance of trees, shrubbery and flowers. Dallas is famous as a rose city, ranking with Los Angeles in rose culture and nearly every home has its rose gardens with a profusion of varieties.

As a residential city, Dallas attracts many families of means seeking a mild, healthful climate, delightful home surroundings and ideal living conditions.



Dallas Country Club

## Federal Taxes on Petroleum Reach New High in 1934

Federal taxes upon petroleum and automotive products reached a new high of \$309,110,435.23 in the fiscal year ended June 30, 1934, with income seventy per cent above that of the previous year, and the larger share of the revenue again derived from taxes upon motor fuels and lubricants, the American Petroleum Industries Committee reports.

Federal gasoline taxes alone produced \$202,575,034.03, as compared with \$124,-

929,412.02 for the fiscal year ended June 30, 1933. The gain is ascribed to the fact that the tax rate was 1½ cents per gallon during most of the calendar year 1933. It was reduced to 1 cent on January 1, 1934, through work of the committee in predicating the period of higher taxation upon the continuance of prohibition.

Comparable revenues from these sources follow:

Product Taxed	1934	1933	Increase
Gasoline .....	\$202,575,034.03	\$124,929,412.02	\$77,645,622.01
Lubricating oil .....	25,254,986.84	16,232,924.81	9,022,060.03
Pipe-line cargoes .....	10,379,369.59	7,467,297.50	2,912,072.09
Automotive .....	70,901,044.77	32,805,322.86	38,095,721.91

One of the heaviest increases in Dallas freight business in recent years is reported by the Southern Pacific Lines. Officials state that the road's business into and out of Dallas for the first half of October was 44 per cent greater than for the same period last year. September's business was 30 per cent ahead of the same month last year.

The Lone Star Gas Company of Dallas has awarded a contract to the A. F. Day Construction Company, also of Dallas, for a 71-mile gas pipe line from near Riesel, McLennan County, to the Long Lake fields in Anderson County. The project is part of a two-million dollar construction program the Lone Star has under way.



Dallas Little Theater



# DALLAS OIL DIRECTORY

## List of Companies Identified With Various Phases of the Industry Making Their Headquarters in Dallas

### OIL COMPANIES Producing and Developing

- Ajax Oil Co., Kirby Bldg., 2-8546.  
Ajo Oil Corp., Gulf States Bldg., 2-3083.  
Amalgamated Oil Company of Texas, Magnolia Bldg., 7-8768.  
American Liberty Oil Co., First National Bank Bldg., 2-8661.  
American Republics Corp., First National Bank Bldg., 2-2154.  
Anchor Oil Producing Co., Republic Bank Bldg., 2-5380.  
Apex Petroleum Co., Kirby Bldg., 2-3537.  
Arcadia Refining Co., Magnolia Bldg., 2-3331.  
Ark Oil Co., 705 Magnolia Bldg., 7-8768.  
Arrowhead Oil Co., Hippodrome Bldg., 2-1722.  
Atlantic Oil Producing Co., Magnolia Bldg., 7-2291.  
Atlantic Petroleum Purchasing Corp., Magnolia Bldg., 7-2291.  
Bell & Graddy, Inc., Burt Bldg., 7-6108.  
Belrice Oil Co., First National Bank Bldg., 2-8661.  
Bennett Oil & Gas Co., Baker Hotel, 2-5131.  
Big Indian Oil & Development Co., Burt Bldg., 2-6374.  
B. M. Bishop & Co., Interurban Bldg., 2-8049.  
Black Development Co., Tower Petroleum Bldg., 2-6989.  
Black & Stroube, Tower Petroleum Bldg., 2-6989.  
Blue Ribbon Oil Co., Wilson Bldg., 2-7197.  
Bond Oil Corp., Tower Petroleum Bldg., 2-9016.  
Bonds & Dillard Drilling Corp., Magnolia Bldg., 2-6056.  
Bourbon Royalty Co., Continental Bldg., 2-1536.  
Bowser & Beckett, 2116 Griffin St., 2-8438.  
Boyd & Carter, First National Bank Bldg., 2-2393.  
Bradtex Oil Corp., Tower Petroleum Bldg., 2-3295.  
Brock-Lee Oil Co., First National Bank Bldg., 2-1551.  
Bunker Hill Oil Co., Dallas Bank & Trust Bldg., 2-9131.  
Burleson County Oil & Gas Co., Mercantile Bldg., 7-6280.  
Burton Drilling Co., Kirby Bldg., 2-6386.  
Burwyn Oil Corp., Kirby Bldg., 2-6386.  
Butler & Horne Oil Co., Tower Petroleum Bldg., 2-2649.  
Byrd-Frost, Inc., Tower Petroleum Bldg., 7-5153.  
Byrd, Frost & Hulsey, Tower Petroleum Bldg., 7-5153.  
C. & G. Oil Co., Inc., Continental Bldg., 7-1345.  
Caliark Corp., Dallas Bank & Trust Bldg., 2-4835.  
The California Co., Tower Petroleum Bldg., 7-8201.  
Cameron Oil Co., Republic Bank Bldg., 2-6316.  
Camp Oil & Gas Co., Republic Bank Bldg., 2-6761.  
Caney Creek Oil Co., Republic Bank Bldg., 2-3566.  
Caribou Oil Co., Allen Bldg., 2-2500.  
Centennial Oil & Gas Co., Republic Bank Bldg., 2-8478.  
Central Drilling Co., Allen Bldg., 2-7365.  
Central States Oil Co., Republic Bank Bldg., 2-6744.  
Chamness Oil Corp., 5026 Ross Ave., 3-1132.  
Champion-Winkler Oil Corp., Tower Petroleum Bldg., 2-5878.  
Champlin & Bass, Inc., Magnolia Bldg., 2-8996.  
Chicago Oil Co., 210 North Preston St., 7-3554.  
Clark & Cowden Drilling Corp., First National Bank Bldg., 2-5325.  
Clevetex Producing Co., Melrose Court, 5-5151.  
Clover Leaf Petroleum Co., Magnolia Bldg., 7-1537.  
Colaco Oil Co., Marvin Bldg., 2-8575.  
Columbia Oil & Gas Co., Magnolia Bldg., 2-3114.  
Concord Oil Co., 1526 Allen Bldg., 2-7672.  
Constantin & Co., Continental Bldg., 7-8426.  
Cranfill Bros. Oil Co., First National Bank Bldg., 2-2038.  
Cranfill Oil Corp., First National Bank Bldg., 2-2038.  
Cranfill & Germany, Continental Bldg., 7-1345.  
Crawford, Brillhart & Reiter, Wilson Bldg., 7-3433.  
Creighton & Co., Kirby Bldg., 2-7516.  
Danewood Oil Co., First National Bank Bldg., 2-7682.  
E. D. Davenport, Inc., First National Bank Bldg., 2-6841.  
Dearing & Sons, Tower Petroleum Bldg., 2-3748.  
Drillers & Producers Oil Corp., Cotton Exchange Bldg., 7-6346.  
Drilling & Exploration Co., Inc., First National Bank Bldg., 2-3728.  
Duncan & Holt, 1513½ Main St., 2-4003.  
Dyck Oil Co., 5928 Swiss Ave., 3-1435.  
East Texas Refining Co., Tower Petroleum Bldg., 7-8441.  
Eastern Texas Petroleum Co., Tower Petroleum Bldg., 7-8441.  
Eastern Texas Production Corp., Tower Petroleum Bldg., 7-8441.  
Eckhon Oil Co., Mercantile Bldg., 7-2522.  
Elbar Corp., Burt Bldg., 2-2529.  
Emerald Petroleum Corp., Construction Bldg., 2-5309.  
Etex Oil Co., Dallas Bank & Trust Bldg., 7-6806.  
Everts Drilling Co., Cotton Exchange Bldg., 7-6346.  
Ralph E. Fair, Inc., Continental Bldg., 7-9118.  
Feazel-Davenport Corp., First National Bank Bldg., 2-6841.  
Federal Crude Oil Purchasing Co., First National Bank Bldg., 2-8661.  
Frank R. Foster, Inc., Tower Petroleum Bldg., 2-7924.  
Fox & Butler, Tower Petroleum Bldg., 2-2649.  
G. & A. Oil Co., First National Bank Bldg., 2-1120.  
G. M. B. Oil Corp., Republic National Bank Bldg., 7-9241.  
Gardner Bros., Republic Bank Bldg., 2-2810.  
Garrett & Priddy, Andrews Bldg., 2-6650.  
Gaynita Oil Co., First National Bank Bldg., 2-1593.  
Geyer & Storey, Republic Bank Bldg., 2-9131.  
Girard Corp., Tower Petroleum Bldg., 2-7323.  
S. F. Gist Oil Corp., Allen Bldg., 2-9296.  
Gladiator Oil Corp., 5122 Goodwin St., 8-6257.  
Golding & Cochran, First National Bank Bldg., 2-7369.  
Goodnight-Donald Oil Corp., 1301 West Davis St., 6-6000.  
Ann B. Gordon Oil Co., Inc., Linz Bldg., 2-4639.  
Graham Production Co., Inc., 1916 Cedar Springs, 2-2576.  
Great Eastern Oil Co., 4905 Abbott St., 5-6854.  
Guardian Oil Co., Dallas Bank & Trust Bldg., 7-6133.  
Guiberson Oil Co., 1000 Forest Ave., 4-2185.  
Guiberson Oil & Investment Co., 1000 Forest Ave., 4-2185.  
Hanover Oil Corp., Allen Bldg., 2-2500.  
Schell Harmon, Inc., 2010 Tower Petroleum Bldg., 2-5881.  
Hartt Petroleum Co., 5736 Prospect, 3-6660.  
Hedrick-Camp Drilling Co., Republic Bank Bldg., 2-6761.  
Heyser & Heard, Kirby Bldg., 7-3862.  
Heyser, Heard & Sowell, Kirby Bldg., 7-3862.  
Edwin B. Hopkins, Inc., First National Bank Bldg., 2-3728.  
Howard Petroleum Co., Republic Bank Bldg., 2-1539.  
G. E. Hubbard & Son, Inc., Kirby Bldg., 2-3537.  
Humack Oil Co., Kirby Bldg., 2-3537.  
Hunt & Landrum, Republic Bank Bldg., 2-8922.  
Hunter & Rowe, Dallas Bank & Trust Bldg., 2-2534.  
Imperator Oil Corp., Tower Petroleum Bldg., 2-9016.  
Imperial Petroleum Co., First National Bank Bldg., 7-3387.  
Inland Oil Co., First National Bank Bldg., 2-6841.  
International Oil Co. of Texas, Linz Bldg., 7-1197.  
Invincible Oil Co., Tower Petroleum Bldg., 2-3879.  
Irion Oil Co., Slaughter Bldg., 2-5734.  
Jaybee Oil Co., Magnolia Bldg., 2-5456.  
Jefferson Petroleum Co., 2716 Holmes St., 4-2345.  
Jenkins Oil Corp., Republic Bank Bldg., 2-8806.  
Joiner Leasing Corp., Gulf States Bldg., 7-8506.  
Joiner Oil Corp., Gulf States Bldg., 7-8506.  
Joiner Petroleum Corp., Gulf States Bldg., 7-8506.  
F. D. Jones Drilling Co., Tower Petroleum Bldg., 2-5996.  
T. R. Jones, Inc., Magnolia Bldg., 2-3062.  
Karona Oil Co., Kirby Bldg., 7-3862.  
Kate Bell Oil Co., First National Bank Bldg., 2-7682.  
Kenwood Oil Co., Wilson Bldg., 2-8907.  
Kidney & Lester, First National Bank Bldg., 2-4483.  
Kings Creek Oil Co., Republic Bank Bldg., 2-6066.  
E. J. Koenig Investment Co., Kirby Bldg., 2-1368.  
L. & M. Producing Co., Magnolia Bldg., 2-3497.  
L. & R. Oil & Gas Co., Magnolia Bldg., 2-3497.  
La-Tex Oil & Gas Co., Magnolia Bldg., 2-3062.  
Lechner & Hubbard, Kirby Bldg., 2-3537.  
W. W. Lechner, Inc., Kirby Bldg., 2-3537.  
Leidecker & Cayton, Magnolia Bldg., 2-5565.  
Leidecker & Vaughn, Magnolia Bldg., 2-5565.  
Lester & Duffield, Inc., First National Bank Bldg., 2-4483.  
Lewis Production Co., 3416 St. Johns Drive, 5-5697.  
Lone Star Gas Co., 1915 Wood St., 7-9411.  
Lone Star Gasoline Co., 1915 Wood St., 7-9411.  
Lucey Petroleum Co., Continental Bldg., 7-9118.

W. P. Luse Petroleum Co., Magnolia Bldg., 2-3497.  
M. B. G. Oil Co., First National Bank Bldg., 2-8661.  
Magnolia Petroleum Co., Magnolia Bldg., 2-4131.  
C. L. Mahaney Oil Co., 917 Elm St., 2-8738.  
Mahaney-Hill Petroleum Co., Liggett Bldg., 2-1662.  
Marine Corp., Central Bank Bldg., 7-4691.  
J. F. Marion Oil Co., Magnolia Bldg., 2-4633.  
Marley Co., Tower Petroleum Bldg., 2-2966.  
M. H. Marr, Inc., 6263 La Vista, 8-0008.  
Marts & Beaven, Inc., Athletic Club Bldg., 2-1758.  
Marts & Beaven 76 Acres, Inc., Athletic Club Bldg., 2-1758.  
Marts & Beaven Three Properties, Inc., Athletic Club Bldg., 2-1758.  
McAlester Fuel Co., Wilson Bldg., 2-8907.  
McDonald & Campbell, First National Bank Bldg., 2-7862.  
McNeill & Mathews, Inc., 5226 Goodwin, 3-7294.  
Midas Oil Co., Magnolia Bldg., 2-5456.  
Milford Oil Co., Continental Bldg., 7-1345.  
Mil-Hil Corp., Republic Bank Bldg., 2-6469.  
Mitex Oil Co., Hippodrome Bldg., 2-1722.  
Moran & Hubbard, Kirby Bldg., 2-3537.  
Moss & Urschel, First National Bank Bldg., 7-3387.  
Murchison & Cranfill, First National Bank Bldg., 2-8661.  
Murchison Oil Co., Magnolia Bldg., 2-4307.  
Mustang Oil Co., Continental Bldg., 7-1345.  
N. L. & H. Oil Co., Kirby Bldg., 2-3537.  
National Oil & Grease Co., Wilson Bldg., 2-7179.  
National Petroleum Co., Magnolia Bldg., 2-3922.  
New Process Production Corp., Dallas Bank & Trust Bldg., 7-3689.  
Niapa Oil Corp., First National Bank Bldg., 2-1536.  
Nimrod Oil Co., Magnolia Bldg., 2-8347.  
North Star Oil Corp., Tower Petroleum Bldg., 2-9016.  
O. W. R. Oil Co., Inc., Continental Bldg., 7-4647.  
Oil & Development Co., 611 Linz Bldg., 7-1197.  
Olson Bros., Inc., Tower Petroleum Bldg., 2-7323.  
Oriental Oil Co., Eagle Ford Road, 2-8151.  
Owens Oil Co., 3310 Commerce St., 7-3144.  
Patrick Production Co., Dallas Bank & Trust Bldg., 2-2534.  
Penn Oil Co., Continental Bldg., 2-3295.  
Pennworth Oil Producing Co., Wilson Bldg., 2-7197.  
Perren & Fell, Baker Hotel, 2-6727.  
Petroleum Finance Corp. of Texas, Continental Bldg., 2-1536.  
Pettitt & Wolley, Magnolia Bldg., 2-2838.  
Pickens Oil Co., Inc., Magnolia Bldg., 2-5818.  
Pilot Oil Co., Continental Bldg., 7-1345.  
Plains Production Co., Tower Petroleum Bldg., 7-5153.  
Primrose Petroleum Co., Wilson Bldg., 2-7197.  
Pyramid Petroleum Co., Allen Bldg., 2-2500.  
Quad Corp., Central Bank Bldg., 7-4691.  
Rabbit Creek Oil Co., Southwestern Life Bldg., 2-7195.  
Hill Read, Inc., Magnolia Bldg., 2-4892.  
Regent Oil Co., Tower Petroleum Bldg., 2-2441.  
Reprimo Oil Corp., Magnolia Bldg., 2-5456.  
Republic Production Co., First National Bank Bldg., 2-2154.  
Rice Oil Co., First National Bank Bldg., 2-8661.  
Roane Petroleum Co., Central Bank Bldg., 2-2985.  
Royal Petroleum Corp., Tower Petroleum Bldg., 2-3784.  
J. M. Rush, Inc., Kirby Bldg., 2-8546.  
Russ Petroleum Co., Inc., Continental Bldg., 2-1536.  
S. & L. Oil Co., Magnolia Bldg., 2-5565.  
S. & W. Oil Corp., Republic Bank Bldg., 2-8922.  
Salmon Oil Co., Dallas Bank & Trust Bldg., 7-6806.  
Schroeder Oil Co., Tower Petroleum Bldg., 7-6016.  
Sentinel Oil Corp., Dallas Bank & Trust Bldg., 7-6806.  
Shaw Oil Co., First National Bank Bldg., 2-8510.  
Shelby Oil & Gas Co., First National Bank Bldg., 2-7682.  
Richard B. Shultz, Receiver, First National Bank Bldg., 7-1388.  
Louis Sikes, Inc., First National Bank Bldg., 2-5325.  
Simms Oil Co., Magnolia Bldg., 2-6251.  
Smith & Strouss, Linz Bldg., 2-4703.  
Southern Liberty Oil Co., First National Bank Bldg., 2-8661.  
Southern States Co., Inc., Tower Petroleum Bldg., 2-4924.  
Southern Union Production Co., 703 Browder St., 2-8017.  
Southwest Oil Production Co., First National Bank Bldg., 2-2038.  
Sovereign Oil Corp., Magnolia Bldg., 7-1537.  
Spandaco Oil & Royalty Corp., 3217 Main St., 7-6200.  
Standard Petroleum Corp., Magnolia Bldg., 7-1537.  
Standard Pipe & Supply Co., 3217 Main St., 7-6200.  
Stoddard & Delaney, Magnolia Bldg., 2-5456.  
Stodel Oil Co., Magnolia Bldg., 2-5456.  
Strebtor Oil Co., Allen Bldg., 2-2500.  
Sun Oil Co., First National Bank Bldg., 2-4381.  
Swiss Oil Corp., Kirby Bldg., 7-1858.  
T. W. M. Oil Producing Co., Kirby Bldg., 2-5507.  
Tar River Oil Co., Tower Petroleum Bldg., 2-5996.  
Tarpon Petroleum Co., Allen Bldg., 2-2500.  
Texas Seaboard Oil Co., First National Bank Bldg., 2-8753.

Texas State Oil Co., Magnolia Bldg., 2-4307.  
Texas United Corp., Magnolia Bldg., 2-4307.  
Topaz Oil Co., Kirby Bldg., 2-3537.  
Transcontinental Oil Co., 5546 Ridgedale, 3-8423.  
Transtex Production Corp., Burt Bldg., 7-6108.  
Trico Oil Co., Magnolia Bldg., 2-8347.  
Tucker & Fox, Tower Petroleum Bldg., 2-2649.  
Twin Oil Co., First National Bank Bldg., 2-3728.  
Tysco Oil Co., Dallas Bank & Trust Bldg., 7-6806.  
Union Oil Co. of Texas, First National Bank Bldg., 2-8853.  
Urban Oil Co., First National Bank Bldg., 2-6841.  
Van-Tex Oil Corp., Tower Petroleum Bldg., 2-5878.  
G. H. Vaughn Production Co., Dallas Bank & Trust Bldg., 7-5494.  
Waneto Oil Co., Continental Bldg., 7-1345.  
Washington Oil Corporation of Texas, Republic Bank Bldg., 2-8806.  
N. F. Wertheimer Oil Corp., Kirby Bldg., 2-5507.  
Wofford & Moss, First National Bank Bldg., 7-3387.  
Wofford Production Co., First National Bank Bldg., 2-1551.  
Woodburn Oil Corp., Magnolia Bldg., 2-6251.  
Yeager & Schubert, Dallas Bank & Trust Bldg., 7-6806.

## REFINERS, MARKETERS AND DISTRIBUTORS

Bayou State Refining Corp., 3609 Main St., 7-4779.  
Beacon Oil & Refining Co., 2300 Wall St., 4-0864.  
Beso Corp., Kirby Bldg., 2-1316.  
Bluebonnet Oil Refining Co., Magnolia Bldg., 2-4396.  
Blue Ribbon Oil Co., Wilson Bldg., 2-7197.  
Fred W. Boyd, First National Bank Bldg., 2-2393.  
Briggs-Weaver Machinery Co., 309 N. Market St., 2-1451.  
R. E. Buckley Oil Co., 615 South Ewing, 6-0923.  
Cain Oil Co., 1023 South Beckley, 6-4431.  
Carter-Waters Corp., Thomas Bldg., 2-5870.  
Central Crude Oil Purchasing Co., Tower Petroleum Bldg., 7-8441.  
Central Refining Co., Tower Petroleum Bldg., 7-8441.  
Channel Transport & Marketing Co., Magnolia Bldg., 2-4307.  
Cities Service Oil Co., 3200 Hickory St., 4-5395.  
Continental Oil Co., Eagle Ford Road, 2-2600.  
Dailey Oil Co., 1221 Trunk Ave., 4-0189.  
Dal-Worth Oil Products Co., 111-A South Haskell Ave., 3-0297.  
T. S. DeForest, 1015 Corinth St., 4-6761.  
Distress Oil Purchasing Corp., Cotton Exchange Bldg., 7-6346.  
Dixie Service Co., Tower Petroleum Bldg., 7-8441.  
East Texas Refining Co., Tower Petroleum Bldg., 7-8441.  
F. & E. Oil Co., Commerce St., 3-0177.  
Franklin Railway Oil Corp., Magnolia Bldg., 2-4131.  
G. & E. Oil Co., 120 West Davis St., 6-1800.  
Gulf Refining Co., Second Ave. and Santa Fe Ry., 3-4181.  
Henderson Refining Co., Tower Petroleum Bldg., 7-8441.  
Hercules Oil Co., Wilson Bldg., 7-5285.  
Home Oil Co. of Dallas, Inc., 2202 Live Oak St., 7-0207.  
Humble Oil & Refining Co., 1918 South Wall St., 4-7116.  
Imperial Refineries, Republic Bank Bldg., 2-8744.  
Independent Crude Oil Trading Co., Continental Bldg., 7-1345.  
Johnson Oil Co., 514 South Ewing Ave., 9-9661.  
K. & L. Petroleum Co., 2425 Latimer St., 4-3840.  
W. B. Koch, Jr., Kirby Bldg., 7-4635.  
Liberty Oil Purchasing Co., 502 Second Ave., 8-5204.  
Magnolia Petroleum Co., Magnolia Bldg., 2-4151.  
Marathon Oil Co., 601 Third St., 4-4181.  
May & Lofland Corp., Thomas Bldg., 2-2733.  
Jas. D. McMahon, Inc., Tower Petroleum Bldg., 2-8338.  
McMahon Oil & Transport Co., Tower Petroleum Bldg., 2-8338.  
Merit Oil Co., Magnolia Bldg., 2-4397.  
Morris Oil Co., 2514 Main St., 2-0913.  
National Naphtha & Solvent Co., Wilson Bldg., 7-5285.  
National Tripolol Company, 2026 Ross Ave., 7-2537.  
New Deal Oil Co., 102 S. Haskell Ave., 3-0384.  
Ocean Oil & Transport Co., Tower Petroleum Bldg., 2-8336.  
Oriental Oil Co., Eagle Ford Road, 2-8151.  
Pacific Petroleum Co., Magnolia Bldg., 2-4397.  
Peerless Refining Co., Magnolia Bldg., 2-6251.  
Petro Corp. Oil Corp., First National Bank Bldg., 2-8173.  
Petroleum Products, Inc., 2400 Myrtle St., 4-2484.  
Phoenix Refining Co., Inc., Eagle Ford Road, 2-5975.  
Premier Products Co., 3201 Ash Lane, 4-0396.  
Primrose Petroleum Co., Wilson Bldg., 2-7197.  
Pyroil Co. of Dallas, 209 N. Houston St., 2-1591.  
Quaker State Oil Co., 2828 Gaston Ave., 8-5113.  
Quaker State Oil Refining Co., Kirby Bldg., 7-4635.  
Refinoil Service Co., 1800 N. Harwood St., 2-4962.  
Rodoil Co., Allen Bldg., 2-4411.  
Russell Petroleum Products, 3200 Main St., 7-8336.  
Sanantex Oil Co. of Texas, Magnolia Bldg., 2-4397.  
The Schoellkopf Co., 806 Jackson St., 2-1253.  
M. B. Shannon, 2405 South Harwood St., 4-1562.  
Simms Oil Co., Magnolia Bldg., 2-6251.

Sinclair Refining Co., 840 S. Lamar St., 2-6121.  
 Sonneborn Bros., 2111 Taylor St., 7-4773.  
 Specialty Oil Co., 2828 Gaston Ave., 8-5113.  
 Superior Gasoline Co., 120 E. Clarendon Drive, 6-1700.  
 Taylor Oil Co., 933 Forest Avenue Road, 9-6622.  
 W. S. Taylor Oil Co., 701 S. Ewing Ave., 6-0307.  
 Temco Oil Co., 3201 Ash Lane, 4-0396.  
 Texas Co., 1000 Alma St., 4-7171.  
 Texas Co. (asphalt sales dept.), Santa Fe Bldg., 7-5934.  
 Texas Co. (refinery), Gates, Texas, 2-6423.  
 Texas Pacific Coal & Oil Co., 2501 Harrison, 4-6246.  
 Trinity Petroleum Co., 421 Fleming Place, 9-5575.  
 Vacuum Oil Co., Magnolia Bldg., 2-4131.  
 Valvoline Oil Co., 1800 N. Market St., 2-6396.  
 West Texas Refining Co., Tower Petroleum Bldg., 7-8441.  
 Wickett Refining Co., Republic Bank Bldg., 2-6744.  
 Y-B Lubrication Co., Inc., Eagle Ford Road, 2-6346.

## ROYALTY COMPANIES

American National Brokerage Co., Southwestern Life Bldg., 7-2871.  
 American Royalty Co., 2nd Floor, 1209 Elm St., 2-1722.  
 Bourbon Royalty Co., Continental Bldg., 2-1536.  
 Fred W. Boyd, First National Bank Bldg., 2-2392.  
 W. L. Bridges Agency, Gulf States Bldg., 7-8127.  
 Columbia Royalty Co., Praetorian Bldg., 2-6285.  
 Commonwealth Oil Royalty Co., 1823 Moser St., 3-8777.  
 Crown Royalties Co., Marvin Bldg., 7-8127.  
 Dallas Royalty Co., First National Bank Bldg., 2-2038.  
 Dixie Oil Royalty Co., First National Bank Bldg., 2-2038.  
 Dunbar Royalty Co., Central Bank Bldg., 7-4691.  
 East Texas Production Co., Wilson Bldg., 2-6378.  
 East Texas Royalty Pool, Wilson Bldg., 2-6378.  
 First National Co. of Dallas, Gulf States Bldg., 7-8127.  
 Gardner Drilling Co., Republic Bank Bldg., 2-2810.  
 Imperial Royalty Co., First National Bank Bldg., 7-3387.  
 J. F. Marion Oil Co., Magnolia Bldg., 2-4633.  
 Morrison Oil & Royalty Co., Southwestern Life Bldg., 2-2382.  
 Murko Oil & Royalty Co., 703 Browder St., 2-8017.  
 Oklahoma-Texas Royalty Corp., Marvin Bldg., 7-5211.  
 Producers Investment Corp., Tower Petroleum Bldg., 7-8628.  
 Producers Royalty Co., Magnolia Bldg., 2-3497.  
 Production & Royalties Corp., Gulf States Bldg., 7-8127.  
 Royalty Investment Trust in Dallas, Tower Petroleum Bldg., 2-6296.  
 Sabine Royalty Corp., First National Bank Bldg., 2-2129.  
 Southern Brokerage & Sales Co., Tower Petroleum Bldg., 2-5878.  
 Southern Royalty Co., 2208 Live Oak St., 2-5422.  
 Southwest Oil Royalties Corp., First National Bank Bldg., 2-3747.  
 Spansco Oil & Royalty Co., 3217 Main St., 7-6200.  
 Staple Crudeoil Corp., Wilson Bldg., 2-0821.  
 Sulphur River Royalty Co., Praetorian Bldg., 2-6704.  
 Tar River Royalty Co., Tower Petroleum Bldg., 2-5996.  
 Texas Producing Oil Royalty Co., Southwestern Life Bldg., 7-2871.  
 Texla Royalty Co., Dallas Gas Bldg., 87-1638.  
 Union Royalties Co., Allen Bldg., 7-6128.  
 Western Royalty Corp., Cotton Exchange Bldg., 2-9148.  
 Western States Royalties Co., Baker Hotel, 2-6727.  
 Yates Ranch Oil & Royalties, Cotton Exchange Bldg., 7-6346.

## INDEPENDENT OPERATORS

Claude C. Albritton, 3443 Asbury St., 58-1476.  
 C. H. C. Anderson, 811 Delaware, 6-3715.  
 Matt F. Armstrong, 3411 Harvard, 5-1884.  
 J. G. Bartholomew, Allen Bldg., 2-8986.  
 Irvin B. Beren, Magnolia Bldg., 2-3922.  
 P. McDonald Biddison, Tower Petroleum Bldg., 2-5921.  
 Jno. R. Black, Tower Petroleum Bldg., 2-6989.  
 W. S. Blair, 3430 Gillespie, 5-1487.  
 W. Grant Blanchard, Jr., Dallas Bank & Trust Bldg., 7-6133.  
 R. S. Bond, Tower Petroleum Bldg., 2-9016.  
 R. W. Bond, Tower Petroleum Bldg., 2-9016.  
 Scott Bower, 3926 Holland St., 5-3267.  
 Ralph Briggs, First National Bank Bldg., 2-3928.  
 W. E. Brown, Republic Bank Bldg., 2-8922.  
 R. B. Bryant, 2003 Berwick St., 6-4264.  
 Geo. W. Buckner, Republic Bank Bldg., 2-6744.  
 R. B. Campbell, First National Bank Bldg., 2-7682.  
 Jose M. Carenga, First National Bank Bldg., 2-3886.  
 W. J. Caspary, 1911 Ashby St., 8-1385.  
 H. C. Cate, 4419 Rawlins, 5-5745.  
 A. E. Chamness, 5026 Ross Ave., 8-1411.  
 David E. Coffman, First National Bank Bldg., 7-2828.  
 J. H. Coker, Magnolia Bldg., 7-5308.  
 E. Constantin, Jr., Continental Bldg., 7-8426.  
 C. O. Crockett, Magnolia Bldg., 2-6655.  
 J. B. Crockett, Magnolia Bldg., 2-6655.  
 R. L. Crockett, Magnolia Bldg., 2-6655.

Chas. T. Davis, 519 Valencia, 3-1469.  
 H. R. Delaney, Melrose Court, 5-9173.  
 J. L. Dellinger, Tower Petroleum Bldg., 2-5967.  
 A. S. DeLee, 5903 Velasco St., 87-2542.  
 A. F. DeLoney, 4330 Mockingbird Lane, 5-2050.  
 Albert W. Dillard, 806 Salmon Drive, 9-9864.  
 W. J. Dobbs, 633 Wilson Bldg., 2-6378.  
 L. I. Dodwell, 3812 Rawlins, 5-9822.  
 W. T. and C. C. Doyle, Southwestern Life Bldg., 7-2769.  
 G. E. Drewery, 3829 Stratford, 5-1810.  
 S. H. Fanning, 5719 Prospect, 3-8052.  
 F. V. Faulkner, 4843 Junius, 8-3226.  
 Bert Fields, Magnolia Bldg., 2-1555.  
 W. J. Farley, 1002 Cedar Hill.  
 Wayne Freeman, 3220 Beverly Drive.  
 W. L. Funderburk, 3019 Roscoe St., 3-1708.  
 Geo. J. Greer, First National Bank Bldg., 2-1593.  
 G. E. Grininger, 4710 Drane Drive, 5-7893.  
 Max Gutman, Republic Bank Bldg., 2-8848.  
 H. H. Hancock, 6931 Clayton Ave.  
 J. D. Hancock, Republic Bank Bldg., 2-8922.  
 W. G. Hanrahan, 3235 Rosedale St.  
 K. N. Hapgood, First National Bank Bldg., 2-6094.  
 W. H. Harrison, Jr., 3503 Dickason, 5-1361.  
 D. W. Henke, 4333 Fairfax, 5-5795.  
 C. H. Herbig, 3401 Gibsondell, 6-1401.  
 Lester Hickman, 5425 Ross Ave., 87-1546.  
 E. B. Hinkle, First National Bank Bldg., 7-1744.  
 A. A. Hoffman, Republic Bank Bldg., 2-1539.  
 Ralph A. Holte, Tower Petroleum Bldg., 2-4715.  
 Jno. W. Hooser, 1515 W. Colorado St., 6-4290.  
 Edwin B. Hopkins, First National Bank Bldg., 2-3728.  
 Earl L. Howell, First National Bank Bldg., 2-3928.  
 Pat Hudson, 5446 Merrimac St., 8-5921.  
 J. A. Humphrey, 4200 McFarlin, 5-9229.  
 W. G. Humphreys, 3615 Lexington, 5-4719.  
 G. C. Ingalls, 4405 Highland Drive.  
 Roy Jenkins, Republic Bank Bldg., 2-8806.  
 Wallace Jenkins, Republic Bank Bldg., 2-8806.  
 C. M. Joiner, Marvin Bldg., 7-8506.  
 L. M. Kaiser, First National Bank Bldg., 2-6841.  
 W. T. Knight, 4308 Beverly Drive, 58-1846.  
 T. K. Knox, Tower Petroleum Bldg., 2-5921.  
 J. A. Lamm, Insurance Bldg., 2-7890.  
 E. L. Lancaster, Praetorian Bldg., 2-7595.  
 Neely G. Landrum, Republic Bank Bldg., 2-8922.  
 H. N. Lane, 4003 Hawthorne St.  
 W. V. Lester, Magnolia Bldg., 2-8347.  
 R. H. Lightfoot, Athletic Club Bldg.  
 I. C. Little, 1419 Stella St., 6-7942.  
 L. L. Lookabaugh, 4428 Fairfax Ave., 58-1217.  
 A. M. Loomis, 7206 Turtle Creek Blvd., 5-7346.  
 W. P. Luse, Magnolia Bldg., 2-3497.  
 F. G. Mannan, 3027 Main St., 2-2034.  
 E. R. Marts, Athletic Club Bldg., 2-1758.  
 J. H. Massie, 4646 Nakoma St., 5-6209.  
 Carl Meyer, Athletic Club Bldg., 2-6241.  
 Donald C. McBride, 3201 Fairmount, 7-5827.  
 Lawrence McBride, Jr., Southwestern Life Bldg.  
 W. W. McDonald, First National Bank Bldg., 2-7682.  
 Harry Meredith, Magnolia Bldg., 2-8564.  
 M. M. Miller, 3824 Shenandoah St., 5-9803.  
 G. P. Mitcham, 3529 Beverly Drive, 58-3933.  
 R. R. Mizell, Tower Petroleum Bldg., 2-2732.  
 E. J. Moran, Kirby Bldg., 8-5482.  
 Farran Morgan, Melrose Court.  
 Moss & Urschel, First National Bank Bldg., 7-3387.  
 Ben E. New, 1109 Lausanne, 6-3402.  
 R. H. Nix, 5953 Ross Ave., 8-6397.  
 H. M. Northcott, 4124 Abbott, 58-1424.  
 Glenn A. Pace, 3508 Throckmorton, 5-5688.  
 R. C. Parks, 7210 Lakewood, 3-5733.  
 R. J. Pence, 603 North Akard St., 2-5315.  
 O. J. Perren, Baker Hotel, 2-6727.  
 V. C. Perryman, 3717 Purdue, 58-2401.  
 Chas. Pettit, Magnolia Bldg., 2-2838.  
 A. O. Phillips, Dallas Bank & Trust Bldg., 2-6008.  
 W. L. Pickens, Magnolia Bldg., 2-5818.  
 L. B. Pruitt, Tower Petroleum Bldg., 2-5878.  
 J. S. Pundt, 4835 Waneta, 5-5291.  
 C. J. Reeves, 2707 Routh St., 2-2729.  
 A. J. Rife, 1913 N. Harwood St., 7-2933.  
 Summerfield G. Roberts, Allen Bldg., 2-2500.  
 Arthur D. Robinson, Kirby Bldg., 2-8365.  
 R. C. Rochelle, 3625 Mockingbird Lane, 5-3337.  
 H. S. Rummel, 4016 Rawlins, 58-1375.

J. M. Rush, Kirby Bldg., 2-8546.  
 Leon F. Russ, Continental Bldg., 2-1536.  
 H. J. Schupbach, 5416 Lewis, 3-6610.  
 Cal T. Scott, 3616 Dickason, 58-2128.  
 E. G. Senter, Jr., Construction Bldg., 2-5309.  
 B. J. Shaw, First National Bank Bldg., 2-8510.  
 I. W. Siegel, Republic Bank Bldg., 2-1539.  
 M. B. Siegel, Republic Bank Bldg., 2-1539.  
 Jay Simmons, Kirby Bldg., 7-1858.  
 W. I. Sims, 3711 Beverly Drive, 58-3127.  
 A. L. Slaughter, Tower Petroleum Bldg., 2-2985.  
 J. B. Sneed, 4001 Lovers' Lane, 5-1229.  
 W. W. Southworth, 715 N. Beacon St., 8-1515.  
 R. H. Sowell, 3529 Drexel Drive, 5-2604.  
 J. F. Starr, 1212 N. Madison, 9-8320.  
 Paul P. Steed, et al., 5650 Swiss Ave., 87-8967.  
 A. W. Thompson, 4228 San Carlos Drive.  
 R. E. (Bob) Thompson, Kirby Bldg., 2-5651.  
 G. C. Tisdale, 7461 Santa Clara, 8-0862.  
 C. A. Tucker, 5901 Swiss Ave., 8-0211.  
 W. B. Tucker, 3843 Maplewood, 5-1541.  
 G. H. Vaughn, Dallas Bank & Trust Bldg., 7-5494.  
 R. H. Vise, 802 Tower Petroleum Bldg., 2-4715.  
 N. F. Wertheimer, Kirby Bldg., 2-5507.  
 P. N. Wiggins, Jr., Magnolia Bldg., 2-8930.  
 Mrs. Cora B. Williams, 3738 Armstrong Drive, 5-5566.  
 Elbert Williams, 3805 McFarlin Ave., 5-7173.  
 Norman M. Wilson, Continental Bldg., 7-4977.  
 Lawrence W. Witherspoon, 704 N. Zangs Blvd.  
 W. E. Wrather, 4300 Overhill Drive, 5-6917.  
 V. O. E. Wright, 5547 Morningside, 8-6766.  
 Frank P. Yates, Jr., Athletic Club Bldg., 2-6241.  
 G. C. Zingery, 4337 San Carlos Drive, 5-7781.

#### DRILLING CONTRACTORS

Arrow Drilling Co., 4206 Avondale, 5-1829.  
 H. W. Bass Drilling Co., Magnolia Bldg., 2-8996.  
 Jno. R. Black, Tower Petroleum Bldg., 2-2989.  
 Bonds & Dillard Drilling Corp., Magnolia Bldg., 2-6056.  
 Burton Drilling Co., Kirby Bldg., 2-6386.  
 Central Drilling Co., Allen Bldg., 2-7365.  
 Champlin & Bass, Magnolia Bldg., 2-8996.  
 Clark & Cowden Drilling Corp., First National Bank Bldg., 2-5325.  
 T. B. Cochran Drilling Co., First National Bank Bldg., 2-7369.  
 Creighton Drilling Co., Kirby Bldg., 2-7516.  
 Dearing & Sons, Tower Petroleum Bldg., 2-3748.  
 M. J. Delaney, Inc., Continental Bldg., 2-9219.  
 Delta Drilling Co., Magnolia Bldg., 7-8768.  
 Everts Drilling Co., Cotton Exchange Bldg., 7-6346.  
 Bert Fields, Magnolia Bldg., 2-1555.  
 Gardner Bros., Republic Bank Bldg., 2-2810.  
 Golding & Cochran, First National Bank Bldg., 2-7369.  
 Hedrick-Camp Drilling Co., Republic Bank Bldg., 2-6761.  
 Heyser Drilling Co., Kirby Bldg., 7-3862.  
 C. M. Joiner Drilling Co., Gulf States Bldg., 7-8506.  
 F. D. Jones Drilling Co., Tower Petroleum Bldg., 2-5996.  
 Leidecker Drilling Co., Magnolia Bldg., 2-5565.  
 L. W. Little Drilling Co., 3126 S. Lancaster, 6-0076.  
 Oil Well Drilling Co., Continental Bldg., 7-4647.  
 F. B. Paine Drilling Co., 3416 St. Johns Drive, 5-5697.  
 Ross Drilling Co., First National Bank Bldg., 2-7682.  
 J. M. Rush, Kirby Bldg., 2-8546.  
 Salome-Cooper Drilling Co., First National Bank Bldg., 2-3747.  
 Salome-Morgan Drilling Co., First National Bank Bldg., 2-3747.  
 T. S. Schroeder Drilling Co., Inc., Tower Petroleum Bldg., 7-6016.  
 A. F. Schubert, 3602 Armstrong, 5-3817.  
 Carl Short, Inc., 3503 Dickason, 5-1361.  
 Louis Sikes, Inc., First National Bank Bldg., 2-5325.  
 Southwestern Drilling Co., 703 Browder St., 2-8017.  
 Texola Drilling Co., First National Bank Bldg., 2-3747.  
 Warren L. Todd, Inc., Magnolia Bldg., 2-3114.  
 Trinity Drilling Co., Kirby Bldg., 2-8546.  
 G. H. Vaughn Drilling Co., Dallas Bank & Trust Bldg., 7-5494.

#### PIPE LINE COMPANIES

Arkana Transit Corp., Magnolia Bldg., 2-2291.  
 Artesia Pipe Line Co., Magnolia Bldg., 2-4307.  
 Associated Pipe Line Co., Continental Bldg., 7-9118.  
 Atex Pipe Line Co., First National Bank Bldg., 2-1551.  
 Atlantic Pipe Line Co., Magnolia Bldg., 7-2291.  
 Bastrop Pipe Line Co., Inc., Athletic Club Bldg., 2-1758.  
 Channel Transport & Marketing Co., Magnolia Bldg., 2-4307.  
 East Texas Pipe Line Co., Tower Petroleum Bldg., 7-3441.  
 Federal Pipe Line Co., Magnolia Bldg., 2-4307.  
 Harbur Terminal Co., Tower Petroleum Bldg., 7-8441.

Independent Pipe Line Co., Continental Bldg., 7-1345.  
 Locklym Pipe Line Co., Republic Bank Bldg., 2-6469.  
 Magnolia Pipe Line Co., Magnolia Bldg., 2-4131.  
 Mil-Hil Corp., Republic Bank Bldg., 2-6469.  
 Public Oil Transportation Corp., Republic Bank Bldg., 2-7625.  
 Public Pipe Line Co., Kirby Bldg., 2-6386.  
 Simms Pipe Line Co., Magnolia Bldg., 2-6251.  
 Sun Pipe Line Co., First National Bank Bldg., 2-4381.  
 Texas Pipe Line Co., West Dallas, 2-6423.  
 Tyler Pipe Line Co., Magnolia Bldg., 2-4307.  
 United Pipe Line Corp., Old Waco Pike, 9-1323.  
 Wickett Pipe Line Co., Republic Bank Bldg., 2-6744.

#### NATURAL GAS PRODUCERS AND MARKETERS

Community Natural Gas Co., 1915 Wood St., 7-9411.  
 County Gas Co., Dallas Gas Bldg., 7-9411.  
 Dallas Gas Co., Dallas Gas Bldg., 7-9411.  
 Lone Star Gas Co., 1915 Wood St., 7-9411.  
 Municipal Gas Co., Dallas Gas Bldg., 7-9411.  
 Southern Union Gas Co., 701 Browder St., 2-8017.  
 Texas Cities Gas Co., Dallas Gas Bldg., 7-9411.  
 United Gas Public Service Co., Duncanville Road, 9-1323.  
 Utilities Natural Gas Co., Magnolia Bldg., 2-4307.

#### NATURAL GASOLINE MANUFACTURERS

East Texas Natural Gasoline Corp., 1916 Cedar Springs, 2-2527.  
 Lawrence Gasoline Co., Republic Bank Bldg., 2-6469.  
 Lone Star Gasoline Co., Dallas Gas Bldg., 7-9411.  
 Magnolia Petroleum Co., Magnolia Bldg., 2-4131.  
 Sun Oil Co., First National Bank Bldg., 2-4381.

#### CONSULTING GEOLOGISTS AND GEOPHYSICISTS

W. Grant Blanchard, Jr., Dallas Bank & Trust Bldg., 7-6133.  
 Geo. E. Burton, 4349 Southern, 5-3735.  
 Crawford, Brillhart & Reiter, Wilson Bldg., 7-3433.  
 Ernest N. Daniel, Allen Bldg., 2-7672.  
 Geophysical Service, Inc., Republic Bank Bldg., 2-7271.  
 Chester A. Hammill, 217 N. Henderson, 87-1807.  
 Edwin B. Hopkins, First National Bank Bldg., 2-3728.  
 T. K. Knox, Tower Petroleum Bldg., 2-5921.  
 Carlton Meredith, Kirby Bldg., 2-3145.  
 Leon J. Pepperberg, First National Bank Bldg., 2-5333.  
 Heath M. Robinson, Continental Bldg., 2-3295.  
 G. M. Rowe, Dallas Bank & Trust Bldg., 2-2534.  
 Leon F. Russ, Continental Bldg., 2-1536.  
 V. V. Waite, 5116 Victor, 8-3471.  
 W. E. Wrather, 4300 Overhill Drive, 5-6917.

#### ENGINEERS

Ampeco, Inc., Tower Petroleum Bldg., 2-4482.  
 P. McDonald Biddison, Tower Petroleum Bldg., 2-5921.  
 J. Clarence Karcher, Republic Bank Bldg.  
 Leon J. Pepperberg, First National Bank Bldg., 2-5333.  
 Walter Reid, 701 Browder St., 2-8017.  
 Sperry-Sun Well Surveying Co., 1501 Munger, 7-2829.  
 T. K. Knox, Tower Petroleum Bldg., 2-3921.

#### ASSOCIATIONS

American Gas Association (Natural Gas Division), Dallas Gas Bldg., 7-6856.  
 American Petroleum Institute (Division of Production), Kirby Bldg., 2-2119.  
 Mid-Continent Oil & Gas Association (Texas Division), Kirby Bldg., 2-2790.

#### MAP PUBLISHERS

M. H. West, 209 South Akard St., 2-8718.

#### PIPE LINE CONTRACTORS

A. F. Day Construction Co., 132 N. Lancaster St., 6-2161.  
 Ford, Bacon & Davis, Inc., First National Bank Bldg., 7-8006.  
 Mitchell Stewart Construction Co., Magnolia Bldg., 7-6400.  
 Oklahoma Contracting Corp., Magnolia Bldg., 2-3062.  
 Smith Bros., Inc., Republic Bank Bldg., 2-4344.  
 Weldaline Co., Tower Petroleum Bldg., 7-8778.

#### PUBLICATIONS

Petroleum Engineer, Tower Petroleum Bldg., 2-4571.  
 States Petroleum Record, P. O. Drawer 1136, 2-2934.

#### SUPPLY COMPANIES

Ahlberg Bearing Co., 213 S. Pearl St., 7-3059.  
 Allan Engineering Co., 2708 Live Oak St., 3-5100.  
 Geo. B. Allan & Co., North Texas Bldg., 2-5976.  
 Allbestos Corp., 1905 Canton St., 7-6461.  
 Allis-Chalmers Mfg. Co., Santa Fe Bldg., 2-7144.  
 Aluminum Company of America, Allen Bldg., 7-6292.  
 American Cast Iron Pipe Co., 2424 Myrtle St., 4-3392.



American-LaFrance & Foamite Corp., 2403 S. Harwood St., 4-1666.  
 American Lubricator Co., First National Bank Bldg., 2-8661.  
 American Meter Co., Inc., Magnolia Bldg., 2-8225.  
 American Paint & Supply Co., Haskell Ave., and H. & T. C. Ry., 3-1167.  
 American Rolling Mill Co., Santa Fe Bldg., 7-1023.  
 American Steel & Wire Co., Praetorian Bldg., 2-4197.  
 American Welding Co., 711 N. Ervay St., 2-2737.  
 American Well Works, 705 Main St., 2-4812.  
 Atlas Metal Works, Eagle Ford Road, 7-2205.  
 Austin Bros., 1805 Combs St., 4-2141.  
 Automatic Pump Co., 113 Murray St., 7-0022.  
 Babcock & Wilcox Co., Magnolia Bldg., 2-7315.  
 Babcock & Wilcox Tube Co., Magnolia Bldg., 2-7315.  
 Baker Oil Tools, Inc., Magnolia Bldg., 2-7320.  
 Baldwin-Duckworth Chain Corp., 2507 Commerce St., 7-5456.  
 J. W. Bartholow Co., 1221 S. Lamar St., 2-6831.  
 Beaumont Iron Works Co., Magnolia Bldg., 2-8011.  
 S. Bender Iron & Supply Co., Magnolia Bldg., 2-6697.  
 Benjamin Electric Mfg. Co., 509 East 9th St., 7-6782.  
 Bennett Pumps Corp., 947 S. Lamar St., 2-6397.  
 Bethlehem Steel Co., Magnolia Bldg., 2-1059.  
 Bigelow-Liptak Corp., Tower Petroleum Bldg., 2-2607.  
 Black & Decker Mfg. Co., 213 Henry St., 7-2361.  
 S. F. Bowser & Co., Inc., 1615 Bryant St., 2-5065.  
 Bridgeport Machine Co., 5222 Goodwin, 3-1225.  
 Briggs-Weaver Machinery Co., 309 N. Market St., 2-1451.  
 Broderick & Bascom Rope Co., 3241 Rosedale, 5-4336.  
 Browning-Ferris Machinery Co., 205 Exposition Ave., 3-8125.  
 Buckeye Iron & Brass Works, 2223 Commerce St., 2-6758.  
 Bucyrus-Erie Co., Magnolia Bldg., 2-2943.  
 Builders Iron Foundry, Praetorian Bldg., 2-6334.  
 Burdett Oxygen Co. of Texas., 3201 Worth St., 8-8151.  
 Butler Mfg. Co., 4234 Gilbert St., 5-0805.  
 Phillip Carey Co., Magnolia Bldg., 2-5663.  
 Caterpillar Tractor Co. of Texas, 1135 S. Lamar St., 2-2278.  
 Central Engineering & Supply Co., 1925 Cedar Springs, 2-7086.  
 Central Foundry Co., 4218 Throckmorton St., 58-1478.  
 Chemical Engineering Corp., 2405 S. Ervay St., 4-1117.  
 Chicago Bridge & Iron Works, Burt Bldg., 2-4981.  
 Chicago Pneumatic Tool Co., 715 Lipscomb, 8-3292.  
 Clark & Burrows, Inc., 3915 Main St., 87-2669.  
 Cleveland Tractor Co., 1305 S. Lamar St., 2-1517.  
 Continental Supply Co., Continental Bldg., 7-8541.  
 Cooper-Bessemer Corp., Magnolia Bldg., 2-7123.  
 Crane Co., 814 Young St., 2-4506.  
 F. C. Crane Co., 1301 S. Lamar St., 2-6444.  
 Cyclone Fence Co., 2001 Cedar Springs, 2-5331.  
 Dallas Tank & Welding Co., 201 W. Commerce St., 2-5513.  
 Davis Boring Tool Co., 4508 Vandelia St., 58-1150.  
 Dayton Rubber Mfg. Co., 2nd Unit Santa Fe Bldg., 2-7111.  
 Demulso Corp., Tower Petroleum Bldg., 2-7281.  
 Des Moines Foundry & Machine Co., 224 S. Edgefield, 9-3888.  
 Detroit Graphite Co. of Texas, 2509 Commerce St., 2-6707.  
 Dewey Portland Cement Co. of Texas, 3715 Rosedale, 58-3118.  
 Diamond Rubber Co., Inc., 4136 Commerce St., 8-8191.  
 Diamond T Truck Sales Co., 3121 Oak Lawn Ave., 5-7105.  
 S. R. Dresser Mfg. Co., 519 Valencia, 3-1469.  
 E. I. du Pont de Nemours & Co., 2411 Cottonwood, 7-5161.  
 Eagle Picher Sales Co., 2215 Laws St., 7-6203.  
 Eastman Products Co., 2020 N. Lamar St., 2-5069.  
 Edwards Mfg. Co., 1800 N. Market St., 2-5692.  
 Emsco Derrick & Equipment Co., Continental Bldg., 2-6261.  
 Fafnir Bearings, Inc., 2825 Commerce St., 7-6486.  
 Fairbanks, Morse & Co., 1713 N. Market St., 2-4348.  
 The Falk Corp., Continental Bldg., 7-4647.  
 Firestone Tire & Rubber Co., 502 Exposition Ave., 3-8176.  
 Geo. J. Fix Co., 2507 Commerce St., 7-5456.  
 Foote Bros. Gear & Machine Co., 2507 Commerce St., 7-5456.  
 Foster Wheeler Corp., Republic Bank Bldg., 7-1437.  
 Foxboro Co., 2218 N. Harwood St., 2-8609.  
 Frick-Reid Supply Corp., Magnolia Bldg., 2-8011.  
 Fry Pump Co., 955 S. Lamar St., 7-3369.  
 Fuel Economy Co., Construction Bldg., 2-5803.  
 Furnace Construction Co., Tower Petroleum Bldg., 2-8963.  
 Gardner-Denver Co., Continental Bldg., 7-4647.  
 Gas Lift Sales Co., Inc., Magnolia Bldg., 2-5818.  
 Gates Rubber Co., 1710 Laws St., 2-5004.  
 General American Tank Car Corp., Magnolia Bldg., 7-3600.  
 General American Tank Storage Terminal Co., Magnolia Bldg., 7-3600.  
 General Concrete Co., 3503 Dickason Ave., 5-1361.  
 General Electric Co., 1801 N. Lamar St., 7-9121.  
 General Motors Truck Co., 4121 Commerce St., 3-4111.  
 General Tire & Rubber Co., 2504 S. Ervay St., 4-5194.  
 R. B. George Machinery Co., 1138 S. Lamar St., 2-2278.  
 Erwin Goldschmidt, 10th Floor Santa Fe Bldg., Unit 2, 2-7111.  
 B. F. Goodrich Rubber Co., 4136 Commerce St., 8-8191.  
 Goodyear Tire & Rubber Co., 3809 Parry Ave., 8-4194.  
 Goulds Pumps, Inc., Tower Petroleum Bldg., 2-1575.  
 Granite City Steel Co., 5719 Ellsworth, 8-8290.  
 Grafton & Knight Co., 2617 Commerce St., 2-1882.  
 Greene Bros., Inc., 1812 Griffin St., 7-2268.  
 Grinnell Co., Inc., Santa Fe Bldg., 2-5861.  
 The Griscom-Russell Co., Tower Petroleum Bldg., 2-5720.  
 Guarantee Liquid Measure Co., Santa Fe Bldg., 7-3369.  
 Guiberson Corp., 1000 Forest Ave., 4-2185.  
 Gustin-Bacon Mfg. Co., 1712 Laws St., 2-7701.  
 R. B. Hall & Co., Magnolia Bldg., 2-1741.  
 The Hamilton Co., Inc., 2301 Griffin St., 2-8001.  
 Harnischfeger Sales Corp., 2223 Commerce St., 2-6758.  
 O. K. Harry Steel Works, 2412 Swiss Ave., 8-5247.  
 Hays Corp., Santa Fe Bldg., 2-2511.  
 Hercules Powder Co., 2112 Jackson St., 7-6150.  
 Hersey Mfg. Co., Praetorian Bldg., 2-5205.  
 Highway Trailer Co., 4147 Commerce St., 3-1007.  
 Hills McCanna Co., 1812 Griffin St., 7-2268.  
 Hyatt Roller Bearing Co., 515 N. Pearl St., 7-3125.  
 Illinois Powder Mfg. Co., 1303 S. Lamar St., 2-7042.  
 Ingersoll-Rand, Inc., Santa Fe Bldg., 7-8311.  
 Inland Engineering Co., 1135 S. Lamar St., 2-2278.  
 International Derrick & Equipment Co., Southland Life Bldg., 2-4056.  
 International Harvester Co. of America, 211 N. Austin St., 2-2288.  
 International-Stacey Corp., Southland Life Bldg., 2-4056.  
 Jarecki Mfg. Co., Magnolia Bldg., 2-5937.  
 Jeffrey Mfg. Co., 3420 University Ave., 5-6700.  
 Johns-Manville, Inc., 2107 Griffin St., 7-2966.  
 Johnson Bronze Co., 2719 Main St., 7-3354.  
 Jones & Laughlin Steel Corp., Magnolia Bldg., 2-8678.  
 Joer Tank Corp., First National Bank Bldg., 2-1096.  
 Kontol Co., 1505 Magnolia Bldg., 2-7342.  
 Laclede Tube Co., 503 S. Haskell Ave., 3-2163.  
 Lakin Mfg. Co., Construction Bldg., 2-5803.  
 Larkin Packer Co., 4508 Vandelia St., 58-1150.  
 Layne-Texas Co., 3304 Rosedale, 5-0909.  
 W. E. Lewis & Co., Construction Bldg., 2-5005.  
 Linde Air Products Co. of Texas, 2626 Commerce St., 7-5661.  
 Link-Belt Co., 413 Second Ave., 2-2944.  
 Lockett & Co., Ltd., A. M., Magnolia Bldg., 2-7315.  
 Lufkin Foundry & Machine Co., Magnolia Bldg., 2-5834.  
 McWane Cast Iron Pipe Co., Santa Fe Bldg., 7-5007.  
 Mack International Motor Truck Corp., 1900 S. Ervay St., 4-2191.  
 Magnolia Airco Gas Products Co., 2615 Commerce St., 7-3551.  
 D. S. Mair Machinery Corp., Santa Fe Bldg., 7-2894.  
 The Marley Co., Tower Petroleum Bldg., 2-2966.  
 Mathieson Alkali Works, Inc., 1812 Griffin St., 7-3359.  
 Merco Nordstrom Valve Co., 1917 N. Houston St., 7-3723.  
 Mercon Regulator Co., Mercantile Bldg., 2-4998.  
 Metal Hose & Tubing Co., 2403 S. Ervay St., 4-3600.  
 Metric Metal Works, Magnolia Bldg., 2-8225.  
 Missouri Rolling Mills Corp., 202 Burt Bldg., 7-1513.  
 Lee C. Moore & Co., Magnolia Bldg., 2-2096.  
 Morey & Morey, Praetorian Bldg., 2-6334.  
 Mosher Steel & Machinery Co., 5101 Maple Ave., 5-2161.  
 The Murray Co., 3200 Canton St., 7-9441.  
 Muskogee Iron Works, First National Bank Bldg., 2-4483.  
 W. C. Nabors Co., 2820 Main St., 7-4791.  
 National Carbide Sales Corp., 2615 Commerce St., 7-3551.  
 National Carbon Co., Inc., 2626 Commerce St., 7-6069.  
 National Cast Iron Pipe Co., 2009 Main St., 2-3637.  
 National Equipment Corp., 3915 Main St., 87-2669.  
 National Lead Co., 959 Terminal St., 7-6174.  
 National Meter Co., Dallas Bank & Trust Bldg., 2-2595.  
 National Pipe & Supply Co., Magnolia Bldg., 2-6697.  
 National Supply Co. of Texas, Magnolia Bldg., 2-3528.  
 Nelson Electric Supply Company of Texas, 2201 N. Lamar St., 7-6343.  
 Neptune Meter Co., 2014 Commerce St., 7-6955.  
 North American Car Corp., Republic Bank Bldg., 7-6459.  
 Oakite Products, Inc., Santa Fe Bldg., 2-7111.  
 Ohio Power Shovel Co., 1303 S. Lamar St., 7-4719.  
 Oil Equipment Co., 2403 S. Ervay St., 4-2695.  
 Oil Treatment Chemical Co., 111 Murray St., 7-0233.  
 Oil Well Supply Co., 2001 N. Lamar St., 7-8921.  
 Oil Well Surveying Co., Tower Petroleum Bldg., 7-4530.  
 Okonite Co., 2201 N. Lamar St., 7-6343.  
 Oriental Packing Co., Inc., 2821 Commerce St., 7-4023.  
 Osgood Co., 3201 Commerce St., 7-2369.  
 Oxwell Acetylene Co., 2626 Commerce St., 7-5661.  
 Parkersburg Rig & Reel Co., Tower Petroleum Bldg., 2-5754.  
 Pennsylvania-Conley Tank Car Co., Magnolia Bldg., 7-3775.  
 Phoenix Meter Corp., Tower Petroleum Bldg., 2-1575.  
 Pittsburgh-Des Moines Steel Co., Praetorian Bldg., 2-4524.  
 Pittsburgh Equitable Meter Co., 1917 N. Houston St., 2-8256.  
 Pittsburgh Steel Co., Kirby Bldg., 2-3915.



Portable Rig Co., Inc., 1101 Young St., 2-2800.  
 Power Mfg. Co., 3201 Commerce St., 7-2369.  
 Prest-O-Lite Co., Inc., 1001 Forest Ave., 4-7138.  
 Pyrene Mfg. Co., 730 N. Edgefield St., 9-9217.  
 Quimby Pump Co., Construction Bldg., 2-5803.  
 Reed Roller Bit Co., 4413 San Carlos Drive, 5-7560.  
 Refinery Castings Corp., West Commerce St., 2-6949.  
 Refinery Supply Co., Santa Fe Bldg., 2-2511.  
 Rensselaer Valve Co., 4526 Gilbert Ave., 5-1942.  
 Republic Flow Meters Co., Republic Bank Bldg., 2-5764.  
 Geo. D. Roper Corp., Santa Fe Bldg., 7-6973.  
 J. L. Rosson, Construction Bldg., 2-5803.  
 Royall Fire Brick & Supply Co., 2403 S. Harwood St., 4-1803.  
 Ruberoid Co., Magnolia Bldg., 2-1741.  
 Jos. T. Ryerson & Son, Inc., Santa Fe Bldg., Unit No. 2, 7-2847.  
 SKF Industries, Inc., of New Jersey, 2102 Jackson St., 2-6563.  
 St. Louis Surfacers & Paint Co., 2405 S. Harwood St., 4-1926.  
 The Sarco Co., Construction Bldg., 2-5005.  
 Service Station Equipment Co., 947 S. Lamar St., 2-6397.  
 Shand & Jurs Sales Co., 1003 Montreal, 6-1370.  
 Sheffield Steel Corp., Santa Fe Bldg., 7-1023.  
 Sherwin-Williams Co., 1621 Wall St., 2-3228.  
 Snap-On Tools, Inc., 2809 Main St., 7-2984.  
 South Chester Tube Co., 4313 Fairfax Ave., 5-5830.  
 Southern States Co., Inc., Tower Petroleum Bldg., 2-4924.  
 Southern Supply Co., 209 North Jefferson, 7-2138.  
 Southwest Pump Co., 2701 Main St., 2-1173.  
 Southwestern Service Co., 947 S. Lamar St., 2-6397.  
 Spang, Chalfant & Co., 3607 Cornell, 5-5720.  
 Sperry-Sun Well Surveying Co., 1501 Munger, 7-3829.  
 Springfield Trailer Sales & Service Co., 2411 Commerce St., 2-5700.  
 Standard Pipe & Supply Co., 3217 Main St., 7-6200.  
 Standard Supply Co., Magnolia Bldg., 7-1537.  
 Steel Tank Construction Co., 1901 West Commerce St., 7-8741.  
 Strom Ball Bearing Co., 1905 Canton St., 7-6461.  
 B. F. Sturtevant Co., Magnolia Bldg., 2-4452.  
 Sullivan Machinery Co., 1301 S. Lamar St., 2-6444.  
 C. J. Tagliabue Mfg. Co., 4421 Edmondson, 5-4570.  
 Technical Products, Inc., 802 Trunk Ave., 4-4434.  
 The Texacone Co., Inc., West Commerce St., 2-7677.

Texas Creosoting Co., 4610 Victor St., 8-4935.  
 Texas Powder Co., Republic Bank Bldg., 2-1658.  
 Thew Shovel Co., 205 Exposition Ave., 3-8125.  
 Timken Roller Bearing Co., 409 Olive St., 7-2436.  
 Tnemec Co., Inc., 10th Floor, Santa Fe Bldg., Unit No. 2, 7-2874.  
 Tokheim Oil Tank & Pump Co., First National Bank Bldg., 2-4465.  
 Trailer Sales Co., 2612 Commerce St., 2-5700.  
 Tretolite Co., Tower Petroleum Bldg., 7-4530.  
 Truscon Steel Co., Construction Bldg., 2-5448.  
 L. D. Tuttle Co., 2101 N. Akard St., 7-1516.  
 Union Carbide Sales Co., 2626 Commerce St., 7-5661.  
 Union Steam Pump Sales Co., Tower Petroleum Bldg., 2-2607.  
 Union Wire Rope Corp., Magnolia Bldg., 2-5937.  
 United Chemical Co., Tower Petroleum Bldg., 2-7281.  
 U. S. Pipe & Foundry Co., Magnolia Bldg., 7-1703.  
 U. S. Rubber Products Co., 1039 Young St., 2-8175.  
 Universal Crane Co., 205 Exposition Ave., 3-8125.  
 Van Dorn Electric Tool Co., 213 Henry St., 7-2361.  
 Visible Oil Merchandising Co., 3104 Oak Lane, 4-6614.  
 Henry Vogt Co., Magnolia Bldg., 2-1538.  
 Wagner Electric Corp., Allen Bldg., 7-4465.  
 Walworth Co., Magnolia Bldg., 2-4660.  
 Wayne Co., 955 S. Lamar St., 7-3369.  
 Welded Tank & Steel Co., Burt Bldg., 7-1513.  
 Welders Supply Co., 2722 Commerce St., 7-1273.  
 Westcott & Greis, Inc., Magnolia Bldg., 2-8225.  
 Western Supply Company of Texas, First National Bank Bldg., 2-2345.  
 Westinghouse Electric & Mfg. Co. of Texas, Insurance Bldg., 2-4161.  
 A. W. Wheaton Brass Works, 947 S. Lamar St., 2-6397.  
 Wheeling Steel Corp., Dallas Bank & Trust Bldg., 7-3689.  
 White Motor Co., 2000 S. Ervay St., 4-5197.  
 Willard Storage Battery Co., Tower Petroleum Bldg., 7-2477.  
 Paul H. Winston Co., Construction Bldg., 2-5803.  
 Worthington-Gamon Meter Co., Magnolia Bldg., 2-7315.  
 Worthington Pump & Machinery Corp., Magnolia Bldg., 2-7315.  
 Wyatt Metal & Boiler Works, 1901 W. Commerce St., 7-8741.  
 Yale & Towne Mfg. Co., Praetorian Bldg., 2-3745.  
 Youngstown Sheet & Tube Co., Continental Bldg., 7-1281.  
 Youngstown Steel Products Co., Continental Bldg., 7-1281.

## Dallas Population Is Increasing Rapidly

Dallas continues to go forward at a fast rate in population growth, according to recent estimates of the Bureau of the Census at Washington and supported by rapid increases in telephones and utility connections.

The Census Bureau estimates that Dallas proper had a population of 278,000 on July 1, 1933, a gain of 17,525 over the 1930 census figures. Greater Dallas, consisting of Dallas, Highland Park and University Park, has an estimated population of 291,505, an increase of 18,408 over the 1930 census. Metro-

politan Dallas has an estimated population of 331,244, a gain of 21,486 over the 1930 figures. All estimates are for July 1, 1933, and the present population, based on the current rate of growth, is probably 15,000 above these figures.

Increase in residential utilities connections and the current demand for residences and apartments, indicate that Dallas is growing at a faster rate at the present time than at any time since 1930. The present annual increase in population is believed to be about 15,000.

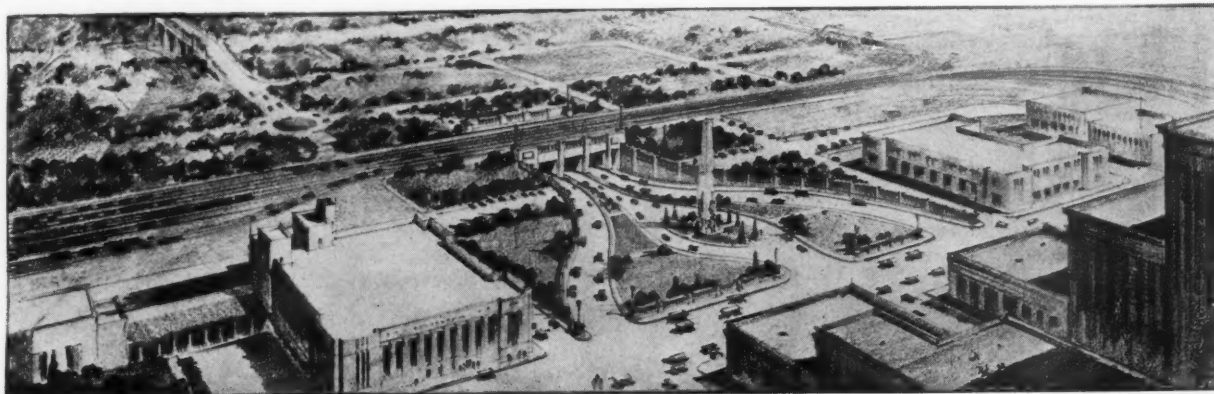
Utility connections at the present time are increasing at about 200 per month, at a considerably greater rate than at any time in recent years.

## Relief Rolls Decline

Dispatches from Washington indicate a marked decline in the relief rolls in Dallas in contrast to the average for 140 cities of the country. The Dallas relief load dropped 12 per cent in September and expenditures dropped 23 per cent. Dallas was the only large city to show any appreciable decline.



Current reports of the Dallas Railway and Terminal Company, operating the street railway system, indicate a substantial increase in the company's business.



Above is a drawing of the new Elm-Main-Commerce underpass, contract for which has been let and work on which will begin within a short time.



# To American Petroleum Institute Visitors

There is no group whose friendship Dallas so greatly cherishes and whose importance Dallas realizes more than the progressive leaders of the oil industry of America—an industry that has contributed and is contributing so much to the development of Dallas and the Lone Star State.

We appreciate your honoring Dallas with your convention. During your visit here we want you to feel that you are in a city that has a sympathetic understanding of the problems that confront your industry. For months committees have been hard at work and elaborate plans have been worked out for showing you real Southwestern hospitality.

With your further comfort, convenience and entertainment in mind, the business and professional interests of Dallas, whose names are shown herewith, together with the medium through which this message is brought to you—the "MAGAZINE DALLAS," official publication of the Dallas Chamber of Commerce, welcomes you, "MR. OIL MAN," for your 1934 convention.

Fakes & Co.	1217 Elm Street	Southland Drilling Co.	Republic Bank Bldg.
B. & B. Cafe	105 S. Akard Street	Champlin & Bass, <i>Oil Operators</i>	Magnolia Bldg.
Custom Shirt Shop	1306 1/2 Main Street	Burgess, Chrestman & Brundidge, <i>Attorneys</i>	Republic Bank Building
Lone Star Paint & Wall Paper Co.	713 Main	Marts & Beaven, <i>Oil Operators</i>	Athletic Club Bldg.
Southwestern Life Ins. Co.	Southwestern Life Bldg.	Weston Hardware Co.	1021 Elm Street
McCormick, Bromberg, Leftwich & Carrington, <i>Attorneys</i>	Magnolia Building	The Parkersburg Rig & Reel Company	Tower Petroleum Bldg.
Republic Insurance Co.	3504 Gillon	The Guiberson Corporation	1000 Forest Avenue
Linz Bros., <i>Jewelers</i>	Linz Building	Liberty Meat Market	2518 Elm Street
Arthur Young & Co., <i>Accountants and Auditors</i>	Magnolia Building	The Macmillan Company	1701 Ross Avenue
Chambers Mule Barn	2401 North Beckley	Bus Terminal Coffee Shop	812 Commerce Street
Temple Manufacturing Co.	S. Haskell Ave.	Golden Pheasant Restaurant	1417 Commerce St.
John W. Everman, <i>Supervisor Public Utilities</i>	City Hall Building	Progress Laundry	3508 Live Oak Street
United Fidelity Life Insurance Co.	T. & P. Building	The Brown-Crummer Co., <i>Investment Securities</i>	Kirby Building
Cowser & Co., <i>Lumber</i>	3121 Grand Ave.	Texas Corrugated Box Co., Inc.	Factory Street
Byrne Commercial College	1708 1/2 Commerce St.	Weaver Spring & Bumper Co.	402 N. Pearl St.
Securities Service Corp.	Dallas Bank & Trust Bldg.	Hunt Grocery Co.	209 N. Ervay Street
Nichols Bros. Taxi Co.	1324 Commerce Street	C. & G. Oil Company, Inc.	Continental Bldg.
John R. Black, <i>Oil Operator</i>	Tower Petroleum Bldg.	Floyd & Lockridge, <i>Consulting Engineers</i>	Tower Petroleum Bldg.
Goggans & Keith, <i>Attys.</i>	First National Bank Bldg.	Texas Employers Insurance Assn.	Interurban Bldg.
Coerver & Co., Inc.	4032 Commerce Street	S. L. Ewing Co., <i>Typewriters</i>	1606 Commerce St.
Jesse H. Jones Interests	Houston, Texas	Salome-Cooper Drilling Co.	Republic Bank Bldg.
Connecticut Mutual Life Ins. Co., E. F. White, <i>Gen. Agent</i>	Republic Bank Bldg.	Bonds & Dillard, <i>Drilling Contractors</i>	Magnolia Building
Thompson, Knight, Baker & Harris, <i>Attorneys</i>	Republic Bank Bldg.	Western Newspaper Union	606 S. Akard St.



Ross Drilling Co.,  
*Oil Producers* ..... First National Bank Bldg.  
 Oldham & Sumner Lumber Co. .... 927 S. Haskell Ave.  
 Geophysical Service, Inc. .... Republic Bank Bldg.  
 Rauscher-Pierce & Co. .... Magnolia Bldg.  
 Southwest Dairy Products Co. .... Santa Fe Bldg.  
 Brown Cracker & Candy Co. .... 603 Munger Ave.  
 Garard Corp., *Oil Producers* Tower Petroleum Bldg.  
 W. E. Callahan Construction Co. .... Kirby Building  
 Leachman's Laundry ..... 1818 S. Harwood  
 Henry Nuss, *Bookbinder* ..... 416 S. Ervay Street  
 Santa Fe Barber Shop ..... Santa Fe Building  
 Tom Love, *Attorney* ..... Republic Bank Bldg.  
 The California Company ..... Tower Petroleum Bldg.  
 Worsham, Rollins, Burford,  
 Ryburn & Hincks, *Attorneys* ..... Interurban Bldg.  
 Clark & Cowden Drilling  
 Corporation ..... First National Bank Bldg.  
 George J. Greer, *Oil* ..... First National Bank Bldg.  
 Edwin B. Hopkins ..... First National Bank Bldg.  
 Acme Wrecking Co. .... 1021 N. Marsalis  
 Fred G. Leidecker, *Oil Producer* ..... Magnolia Bldg.  
 Bolanz & Bolanz,  
*Real Estate and Insurance* ..... 216 S. Akard St.  
 Jay Simmons, *Oil Producer* ..... Kirby Building  
 Interstate Circuit, Inc. .... Majestic Theatre Bldg.  
 Lester & Duffield, Inc.,  
*Oil and Gas* ..... First National Bank Bldg.  
 E. J. Koenig, *Oil Operator* ..... Kirby Building  
 North Texas Materials Co. .... Santa Fe Building  
 Haskins & Sells, *Accountants* ..... Magnolia Building  
 S. H. Kress & Company ..... 1401 Elm Street  
 John F. Worley Directory Co. .... 905 Main Street  
 Methodist Publishing House ..... 1308 Commerce Street  
 Texas Press Clipping Bureau ..... Insurance Building  
 Ernst & Ernst, *Accountants* ..... First Natl. Bank Bldg.  
 F. W. Woolworth Co. .... 1520 Elm Street  
 Amis Lumber & Wrecking Co. .... 2705 Ross Ave.  
 Storey, Sanders & Sherrill,  
*Attorneys* ..... Republic Bank Bldg.  
 Harry H. Houston, Inc. .... 3310 Swiss Ave.  
 Magnolia Barber Shop ..... Magnolia Building  
 Rowan Drilling Co. .... Fort Worth, Texas

Austin Bridge Co. .... 1813 Clarence Street  
 Lang Floral Co. .... 1214 Main Street  
 Everts Drilling Co. .... Cotton Exchange Bldg.  
 Washington Taxi Co. .... 1310 Commerce Street  
 Shuttles Bros. & Lewis, Inc.,  
*Wholesale Jewelers* ..... Southland Life Bldg.  
 West Texas Title Company ..... Fort Worth, Texas  
 Elliott & Waldron Abstract Co. .... Fort Worth, Texas  
 American Iron & Machine  
 Works ..... Oklahoma City, Okla.  
 Harry I. Maxson ..... Santa Fe Building  
 General Electric Co. .... 1801 N. Lamar Street  
 Whitehead Super Service Station ..... 3715 Bryan Street  
 Fox Rig & Lumber Company ..... Ardmore, Okla.  
 Lykes Bros. S/S Co. .... Cotton Exchange Bldg.  
 Sun Oil Company ..... First National Bank Bldg.  
 Packard Dallas, Inc. .... 2103 Pacific Ace.  
 Oil Treatment Chemical Co. .... 111 Murray St.  
 Biltmore Hotel ..... Oklahoma City  
 Adolphus Hotel ..... Commerce and Akard Sts.  
 American Beauty Cover Co. .... 1902 Orange Street  
 Barrow, Wade, Guthrie & Co. .... Santa Fe Building  
 Buccaneer Hotel ..... Galveston, Texas  
 Cannon Ball Towel Supply Co. .... 2011 Orange Street  
 Hugh Cargo ..... Allen Building  
 Clarke & Courts ..... 1506 Young St.  
 Dallas Gas Company ..... S. Harwood & Jackson Sts.  
 Dallas Power & Light Co. .... Dallas P. & L. Bldg.  
 Dallas Silversmithing Co. .... 1625 Hall St.  
 Dallas Transfer & Term. Whse. .... Santa Fe Bldg.  
 Dorsey Co. .... 1000 Commerce St.  
 Commercial Printing & Letter  
 Service Co. .... Santa Fe Building  
 Fidelity Building ..... 1000 Main Street  
 First National Bank in Dallas ..... 1401 Main Street  
 Ginner & Miller Publishing Co. .... 3118 Commerce St.  
 Gray & Graham ..... 1009 Main Street  
 Hesse Envelope Co. of Texas ..... 911 Caruth Street  
 Hilton Hotel ..... Harwood and Main Sts.  
 John J. Johnson ..... 1912 N. St. Paul Street  
 S. Koenigsberg, Inc. .... 1310 Main Street  
 Mercantile National Bank ..... Akard and Commerce  
 Metropolitan Business College ..... 1809 Commerce St.





Renfro & McCombs, <i>Attorneys</i>	Mercantile Building
Dallas Rupe & Son	Kirby Bldg.
Republic National Bank	1309 Main Street
Stewart Office Supply Co.	1521 Commerce St.
Southwestern Bell Telephone Co.	308 S. Akard St.
Beaumont Port Commission	Beaumont, Texas
Victory-Wilson, Inc.	Gulf States Bldg.
Southwestern Blue Print Co.	405 S. Akard St.
Texas Power & Light Co.	Interurban Building
Arthur A. Everts Co.	1616 Main Street
E. M. Kahn & Co.	902 Elm Street
Smith & Strouss, <i>Oil</i>	Linz Building
Nelson & Nelson, <i>Certified Public Accountants</i>	First Natl. Bank Bl.
Ernest A. Wood, <i>Patent Attorney</i>	Santa Fe Building
F. H. White Cleaning Co.	2127 Cedar Springs
Ben Whittiker	Jefferson Hotel
Southern Methodist University, Dr. Chas. C. Selecman, <i>President</i>	S. M. U.
Smithdeal, Shook, Spence & Bowyer, <i>Attorneys</i>	Republic Bank Bldg.
Gulf States Security Life Ins. Co.	Gulf States Bldg.
Western Union Telegraph Co.	2028 Main Street
The Foxboro Co.	2218 N. Harwood
Dudley S. Golding, <i>Oil</i>	First National Bank Bldg.
Business Men's Assurance Co., A. W. Hogue, <i>Manager</i>	Tower Petroleum Bldg.
Postal Telegraph-Cable Co.	1011 Main St.
Southland Hotel	Murphy St., Commerce to Main
Crespi & Co., <i>Cotton</i>	Cotton Exchange Bldg.
United Gas Public Service Co.	Duncanville Road
C. M. (Dad) Joiner, <i>Oil</i>	Gulf States Bldg.
Edward Titcher	Tower Petroleum Bldg.
Union Oil Co.	First National Bank Bldg.
Fat's Truck Parts	412 Eagle Ford Road
A. C. Drug Co.	203 S. Akard St.
Klar & Winterman	2310 Elm Street
Baylor University & Hospital	3301 Junius Street
East Texas Oil & Refining Co.	Tower Petroleum Building
A-Bright Electric Co.	1620 Hall Street
Friend-In-Need Benefit Association	Kirby Building
Gotham Securities Co.	Gulf States Building
Lybrand, Ross Bros. & Montgomery, <i>Accountants</i>	First National Bank Bldg.
Graham-Brown Shoe Co.	710 Main Street
Hart Furniture Co.	1933 Elm Street
Smith, Prince & Harris, <i>C. P. A. Accountants</i>	Republic Bank Building
Thos. Y. Pickett & Co.	Kirby Building
The Grolier Society	Mercantile Building
Frank R. Foster, Inc., <i>Oil Producer</i>	Tower Petroleum Building
Commercial Credit Company	2115 Pacific Ave.
Old States Life Insurance Co.	Republic Bank Bldg.
Marinello Beauty School	4505 Ross Avenue
Shell Harmon, Inc., <i>Oil</i>	Tower Petroleum Bldg.
Chas. F. Weiland Undertaking Co.	2909 Live Oak St.
The Southern States Co., Inc.	Tower Petroleum Bldg.
Anderson Furniture Co.	2101 Elm Street
Storm Printing Co.	1308 Marilla Street
Peck & Hills Furniture Co.	2019 Elm Street
Texas Gulf Sulphur Co.	Houston, Texas
Briggs-Weaver Machinery Co.	309 N. Market Street
Mayhew Machine & Engineering Works	2713 Commerce Street
C. W. Murchison, <i>Oil</i>	First National Bank Bldg.
Pig Stands Co.	3716 Maple Ave.
W. T. Grant Company	1602 Elm Street
E. L. Smith Oil Company	Mexia, Texas
Centennial Nite Club	Exposition and Parry Ave's.
Cochran & Houseman, <i>Insurance and Bonds</i>	Santa Fe Bldg.
Dr. Pepper Co.	429 Second Ave.
Driskill Hotel	Austin, Texas
Fidelity Union Life Insurance Company	Wholesale Merchants Bldg.
Jack Burrus, Pres. Tex-O-Kan Flour Mills Company	2701 Alamo
Los Angeles Chamber of Commerce	Los Angeles, Cal.
Acme Machine Works	107 S. Market
Wyatt Metal & Boiler Works	1901 W. Commerce
D. B. Barnett, Gen. Mgr. Western Union	2028 Main St.
Yellow Cab Corporation of Dallas	1314 Commerce
Hutchinson & Hutchinson, <i>Certified Public Accountants</i>	Linz Bldg.
Bob Hurt, <i>District Attorney</i>	Court House
A. F. Felder & Co., <i>Cotton Brokers</i>	Dallas Bank & Trust Bldg.
O. Currin & Co., <i>Accountants</i>	Dallas Bank & Trust Bldg.
The Procter & Gamble Manufacturing Company, T. C. Brown, <i>Division Manager</i>	Burt Bldg.

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and MEMBERS  
of the  
AMERICAN  
PETROLEUM INSTITUTE  
IN CONVENTION ASSEMBLED   »   »   DALLAS, TEXAS  
NOVEMBER 12-15, 1934

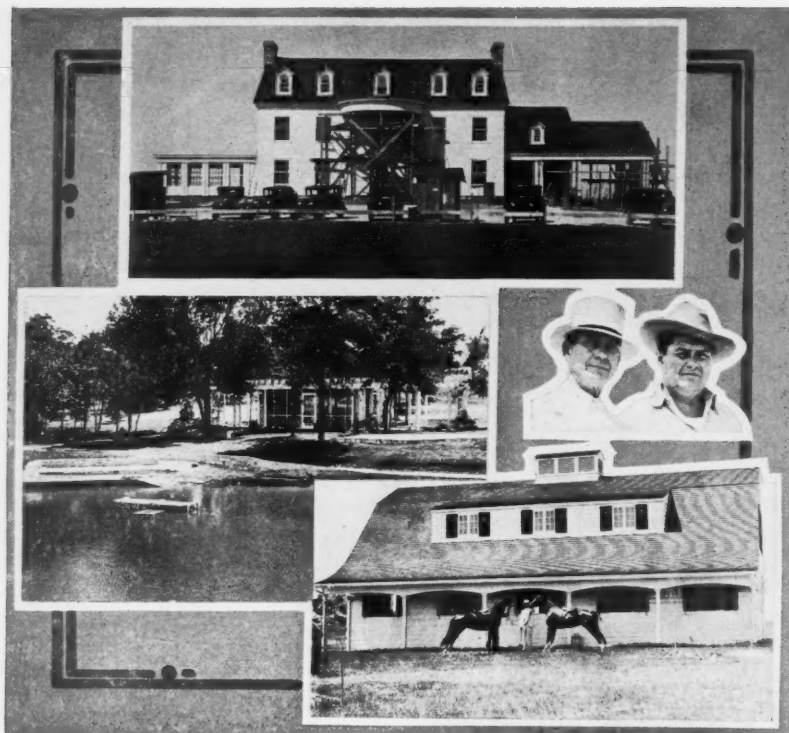
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Views on the property being developed by C. A. Everts, Dallas oil man, where one of the finest country estates in the Southwest is nearing completion. Inset pictures are C. A. Everts, on the left, and his brother, Cliff Everts.

## Dallas Oil Man Builds Country Estate

**T**HE life-long ambition of C. A. Everts, Dallas oil man, to possess a country estate is being realized in a way that fulfills every dream of earlier days.

On the top of a commanding hill nine miles north of Dallas and along its slopes Mr. Everts is building an establishment that will be a show place in a section abounding in fine country homes. The Everts estate is off the beaten path of present development, assuring privacy, but still not many miles from other rural homes of city folks.

A swimming pool, 100x100 feet in dimensions, probably the largest private pool ever built in Texas, and a twelve-room guest house of Colonial design are now in course of construction. A fish pond, already well stocked, with a beautiful colonnade on the west bank, a lily pond and stables housing fine saddle horses have been completed. An Artesian well, providing ample water for the estate, has been drilled to 1,500 feet, and a large overhead water tank erected.

### Residence on Top of Hill

The Everts home will be located at the highest point of the White Rock hill,

which is the most prominent feature of the 100-acre tract.

The residence will cost about \$50,000. It will be a duplicate of the Hollywood Colonial home of Jackson Barnett, the Indian reputed to have been the wealthiest of his race, who died recently. Mr. Everts said he considered the Barnett place the most beautiful Colonial house he has ever seen.

When he finishes the improvements, Mr. Everts estimates that he will have spent \$200,000. Employment will have been given many persons. He plans to build another house to the northwest of his own place, to be occupied by his brother, Cliff Everts, of Wichita Falls, in charge of the land department of the oil company.

All his spare time is spent at the place, which he simply calls "The Farm," watching the tract being converted into a county home with every convenience and luxury. In acquiring the land, he bought the 100 acres from a half dozen owners in much the same fashion that he assembles an oil lease.

"Mrs. Everts and I drove all over the country within a fifteen-mile radius of Dallas looking for the place we wanted," Mr. Everts said. "We picked this hill and

the surrounding land because of the splendid view from the top of the hill. You can see for miles in each direction. Then there are fine trees in the hollows along the little creek running across the tract, and the woods are beautiful with wild flowers in the spring and early summer.

"We will have a place where we can entertain our friends and enjoy ourselves. Then I am getting a tremendous kick out of building the place. It's even more exciting than bringing in a big gusher."

In building the big swimming pool the solid rock had to be excavated from the top of the ground to the bottom. In digging the fish pond, steam shovels worked three months heaving out the rock, much of which had to be blasted. The pool is eighteen feet deep in places and well stocked with fish.

### Stables for Horses

On the bank of the little fishing lake and near the colonnades are barbecue pits. Mr. Everts plans to build a putting course later between his residence and the stable. The stable is a model of its kind, with high ceiling and the passage-way between the stalls set so that a strong breeze blows through the building, keeping the animals cool in the warmest weather. The upper floor of the stable is equipped for dancing and other entertainment during the winter months.

Mr. Everts does not expect to have the estate in any kind of final shape for five or ten years, however.

Tons of dirt will have to be carried to the top and slopes of the hill to furnish enough soil for trees, shrubs and flowers, as the elevation has practically no soil. A start has been made to enrich the area around the buildings by taking soil from the creek bottom. Pipe is being laid to many parts of the tract from the Artesian well and tank.

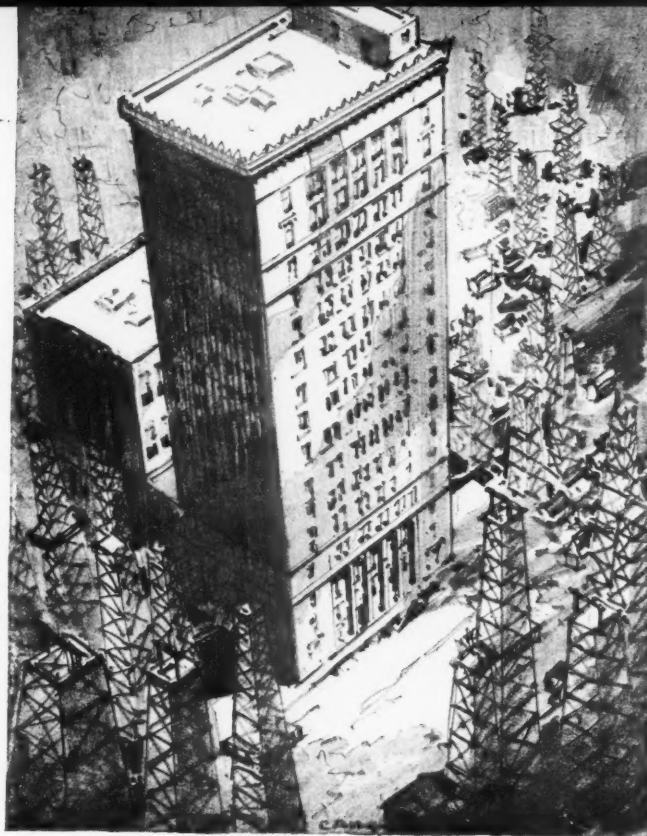
In the wooded section, where pecans, walnuts and other trees abound, the ground is almost afire with Texas plume in full bloom. There are a few acres in the tract which are said to have more Texas plume than any place in the county. The 100 acres are surrounded by a high steel wire fence and white painted panel fences inclose the paddocks and large grazing ground for the saddle horses.

### Has Discovered Three Fields

Mr. Everts has been in the oil business twenty years, operating in Wichita and Archer counties, in the Pampa field in the Panhandle, in Oklahoma and in recent years in the East Texas field. He moved to Dallas four years ago. His first operations of any size were in the Burkburnett field, which boomed Wichita Falls into a city. He has brought in three oil fields, one being the Hunter-Everts pool in Archer County, so named from Tom Hunter, who owned a tract adjoining Mr. Everts' holdings. The other fields discovered by Mr. Everts were the Shelton and the Everts pools in Wichita County.

His country estate is located about two miles east of Preston road and three or four miles north of the Northwest highway.

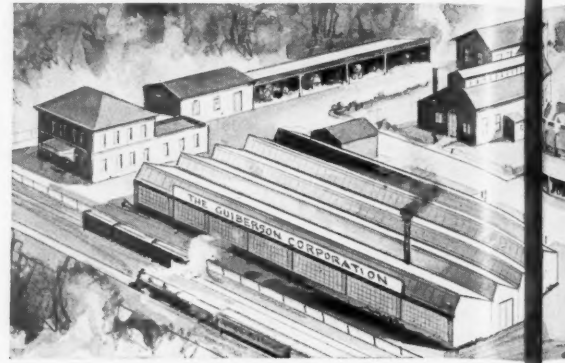




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**First National Bank**  
in Dallas





# THE GUIBERSON

## GUIBERSON DIESEL

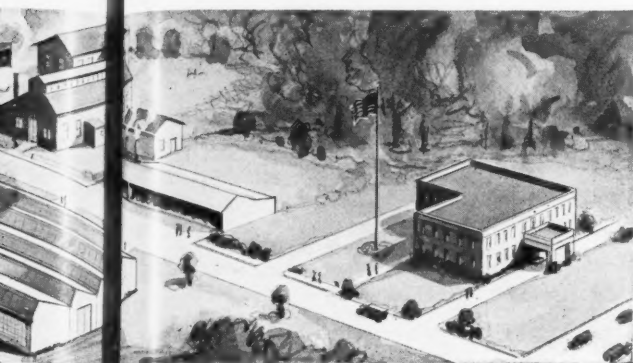
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Houston, New Orleans, Galveston, Mobile, and  
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To  
Barcelona, Valencia, Lisbon, Oporto, Bilbao, and  
other Spanish and Portuguese Ports

Tampa InterOcean Steamship Co.,  
Inc.  
OWNERS

### LYKES LINE

U. S. Mail Service—Route No. 23  
From  
Texas ports and Lake Charles, La.  
To  
Porto Rico, Haiti, Dominican Republic, Panama,  
Colombia, and other West Indies and Central  
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PORT ARTHUR  
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DALLAS  
CHICAGO

LAKE CHARLES  
NEW YORK

## Will Industry Continue Competitive?

(Continued from Page 15)

that great economic calamity, as well as fire, flood and earthquake, now contemplated in the law, authorized the State to protect existing property. By the thin margin of one Supreme Court vote is law made, popular opinion interpreted, and precedent established.

A half dozen more cases of equal or greater importance are pending. New law may be written, new precedents established. The trend, however, is reasonably clear. Our Administration "talks" to the left, but "steps" to the right. General Johnson is definitely out of the picture. His tremendous driving power and sincerity of purpose remain unquestioned. His judgment was, perhaps, often in error. Certainly he transgressed, if we are to trust the press reports, when he quoted a Supreme Court Justice's opinion in advance of the court hearing. Donald Richburg, the new NRA head, says that "price fixing is out." So be it. Much remains, however. Industry has organized as never before. Business and industry surely now realize that they will have to develop their own competent leadership or hire it from the outside, or else government will supply a cover-all type of overlordship which no one wants, nor which is even remotely desirable.

Industry must do its own job! Industry must produce its own thinking, do its own planning and its own execution of those plans, or the Federal Government and the various State Governments will attempt the job.

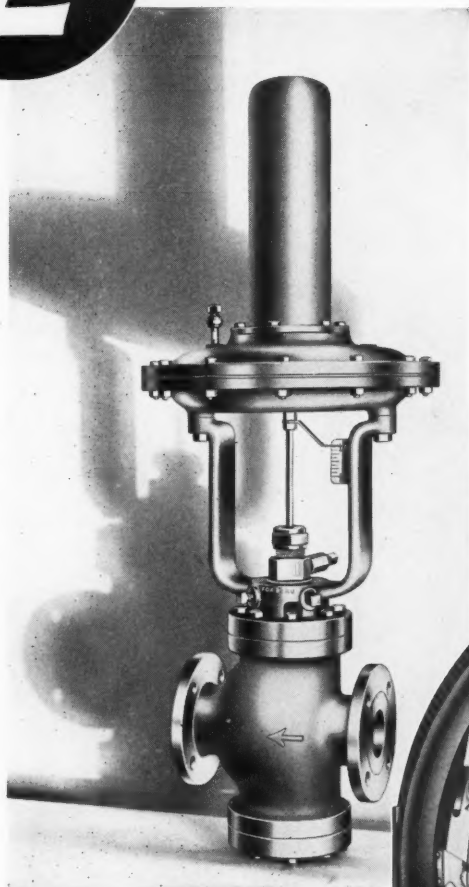
My first prophecy was that industry must find a reasonable way to get along with both labor and the consumer who buys the products of labor.

### Industry Needs Leadership

My second prophecy is that industry will develop leadership. Price fixing has never worked yet, and isn't likely to succeed, unless a completely socialized nation can be proved a success through many years of trial. Leadership within industry itself will see that a "fair-profit level" of prices is maintained. In my opinion it will quite soon be subject to Federal Trade Commission Inquiry to sell below cost! But "cost" must be discovered. It will come about by averages. If five different printers, for instance, have costs for the same work ranging at \$2.00, \$3.00, \$4.00, \$5.00, and \$6.00 per item, something is wrong within the industry. Perhaps the \$6.00 man is too inefficient to be figured at all. An average of the balance is \$3.50, which might be considered a "fair price." But necessity compels efficiency. Costs of operation inevitably trend downward and a new average is struck on the new scale, always tending downward as machinery develops and human ingenuity and efficiency increases. This could be checked from time to time by the industry itself. Self-weeding and purging is better done by the industry itself, than socialization generally by law.

# 2

## THINGS TO CONSIDER WHEN BUYING CONTROL



The STABILFLO Valve

You Will Find STABILOGS in:

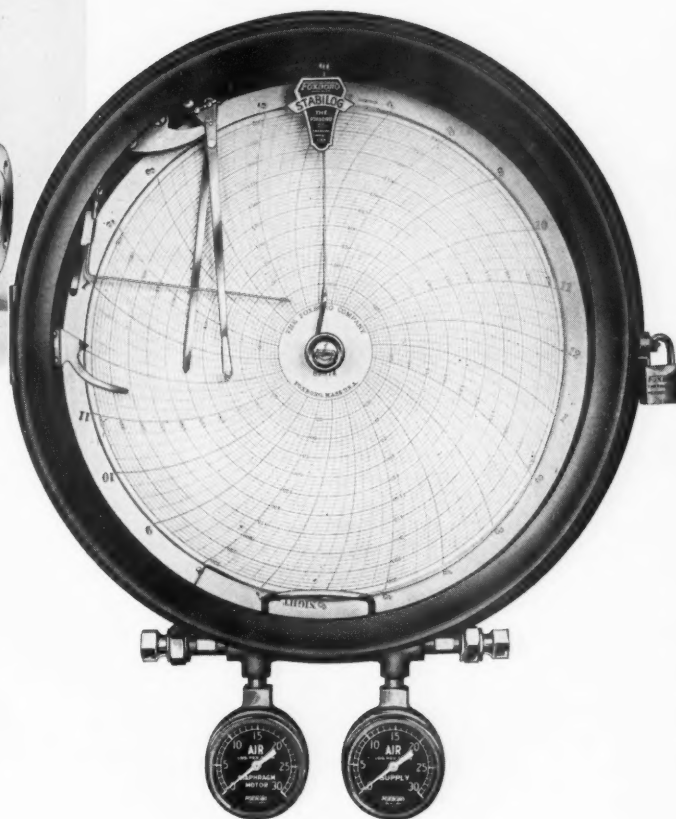
Italy . . England . . France . . Roumania . .  
Canada . . Japan . . Holland . . Mexico . .  
Venezuela . . British West Indies . . Dutch  
West Indies . . Argentina . . Columbia

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REG. U. S. PAT. OFF.  
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The STABILOG and the STABILFLO Valve operate perfectly as a unit for producing one hundred per cent automatic control. Each has every modern design advantage required for good control and together they form the perfect control system.

Refiners throughout the world know that this combination means higher yields, fewer reruns and a great reduction in the time wasted in balancing out the unit. You should consider what it will do for you. Write for Bulletin 175.



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*Use Stabilog Control for Temperature, Flow, Level and Pressure*

... all the Name

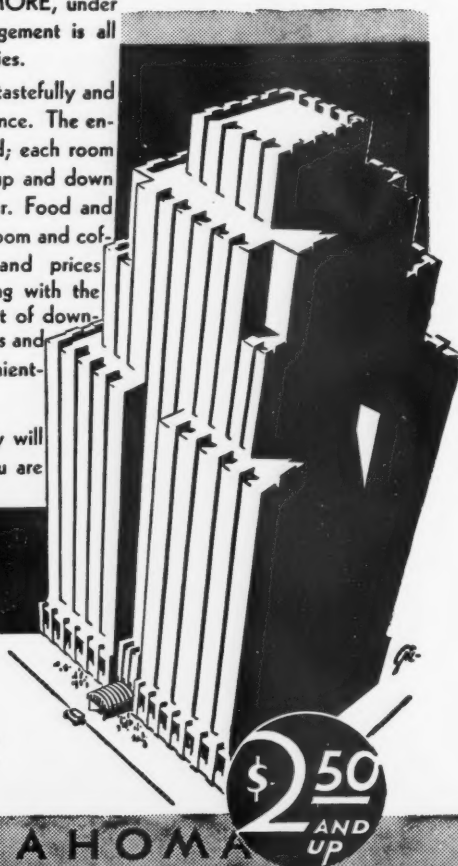
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BILTMORE is more than a name.

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• UNDER BOWMAN MANAGEMENT •



OKLAHOMA  
**BILTMORE**  
OKLAHOMA CITY



Wages and hours will be fixed, in my opinion. Whether we like it or not, it is almost here and it's going to stay.

Child labor is through—definitely something of the past. It will require no further court action. Industry itself will see to that.

Old age pensions and unemployment insurance in some forms are inevitable. Whether it be State or Federal, whether it be the Upton Sinclair or the Townsend plan of California, or Gerard Swope's of New York, or somewhere in between, we will have old age pensions and unemployment insurance of some type. What people want they get. People want old age pensions and they want unemployment insurance, and they will come as soon as any acceptable methods to finance them are found.

That's my picture of the next ten years in business and industry. I am not omniscient nor have I the divine gift of prophecy. I just believe that it can't be otherwise from more than twenty years of study and observation.

#### .. Business Will Continue Competitive

Business will continue competitive, but within definite limits. A "fair profit level" will be defined, either by the Federal Trade Commission or by industry itself. Industry can do the job if her trade associations and her leadership are sufficiently strong. Leadership is paramount! Statisticians, publicists, advertisers and merchandisers can be hired. Leadership must be developed and paid well in addition.

Business men are thinking today, and certainly business men are due to awaken. Some of them have been so peacefully asleep, in an organization sense, that it seems a shame to arouse them. The smart business man of today must not only join his trade association but actively work at the job. Membership carries a definite responsibility. A trade association is more than an annual opportunity to attend a banquet and a frolic and to "catch up" on some deferred drinking. Every business man must work in his trade association with the same quality of brain he employs in his private enterprise. He may not give the same measure of time but the quality of work should be just as intense as when he sits at his own desk in charge of his own personal affairs.

Just now, for instance, I am watching some hundreds of people, all of whom are busy with their own affairs, freely giving of their time and best thought in planning a gigantic Centennial organization, in celebration of one hundred years of advancement in the State of Texas. Properly to commemorate the history and the romance of the past and to couple it with the civilization of today is a gigantic undertaking. The enthusiasm of this venture has commanded the best minds, at no cost, available in the State. That is what must happen, in comparable vein, if trade associations are to realize even a part of their full opportunities.

DALLAS, November, 1934

# THE CENTENNIAL CITY

»——WELCOMES——«

its distinguished visitors and wishes them a pleasant sojourn here

★

*American* historical annals are lavishly stocked and colored with shining deeds of the trail-blazers and of those followers who built from the first crude path the broad highway to our present state. The oil industry had its pioneers, too, and Texas is justly proud of the bright chapter her sons have written in this adventurous story.

★

*Petroleum* is unfolding a new romance in Texas. Its bright golden stream has opened school doors to thousands of children; it is a blessing which has freed multitudes from the shackles of a poor existence, and is their guarantor of a comfortable future. Texas and Dallas are happy to greet you who seek out and bring forth this treasure.

★

*Institute* members who assemble here will find The Centennial City a friendly and hospitable host, and this Company joins in the warm welcome which will be yours. We appreciate the contribution you have made to the growth of Dallas and Texas, and enjoy the privilege of serving as printers to representative members of the industry.

*Come again  
in 1936*

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---

# 48 YEARS

From a small beginning in 1886, the organization has shown a steady and healthy growth. The first corporate organization to use the trade name "Sun" was the Sun Oil Line Company, incorporated in Ohio in 1889 with an authorized capital of \$300,000.

In 1901 the Sun Company was incorporated in New Jersey with capital stock of \$1,000,000 and in 1910 properties and assets of the various affiliates were combined.

Today, the business of the Sun Oil Company embraces every major phase of the industry. Its capital and surplus total about \$80,000,000.

Through the ownership of producing and undeveloped oil leases, pipe lines, tank ships, tank cars, storage tanks, refineries, trucks, pumping stations and retail distributing stations, and all such other means as are necessary for a comprehensive operation of the business, the Company is virtually independent of outside facilities.

Not only is the Company a large producer and distributor of petroleum products in the United States and Canada but it is also one of the largest exporters of lubricating oils to Europe and other parts of the world.

## SUN OIL COMPANY

BRANCHES AND WAREHOUSES IN OVER 100 PRINCIPAL CITIES

# S Y O U N G !



Airplane view of Sun Oil Company refinery at Marcus Hook, Pa. Other refineries are located at Toledo, Ohio, and Yale, Okla.

● The most widely known products of Sun Oil Company are BLUE SUNOCO MOTOR FUEL . . the choice of over a million motorists because of its high-test, knockless action at regular gas price. SUNOCO "MERCURY MADE" MOTOR OIL . . the only motor oil made by the "Mercury Process". In addition the Company also manufactures a complete line of lubricating oils, greases and several outstanding specialties.

# Finds Opportunity In Texas Oil Fields

**Freeman W. Burford Builds Great Organization Around Holdings in East Texas Area**

**T**HERE'S still room at the top, even in the oil industry. To members of that group popularly called the "Lost Generation"—between the ages of twenty-five and forty who have found it difficult to keep their heads above water during the depression years—the story of the Illinois boy turned Texan, who started at scratch and at the age of thirty-four sold his oil properties for several millions, should be a genuine inspiration.

Early this spring, the East Texas Oil Refining Co. was merged with the Socony-Vacuum Corporation—the former Standard Oil Company of New York. At the time of its sale the appraised value of that company was between ten and fifteen million dollars.

Behind that business deal, one of the year's largest, is the story of one man's personality, ability and business judgment. The man is Freeman W. Burford, just turned thirty-four, among the most successful independent oil operators in Texas.

Burford not only whipped the depression, he was also forced to fight nature's adversity which threatened to cause the loss of his most important property.

To begin at the beginning, Burford, a native son of Illinois, started out in the oil business in Oklahoma some fourteen or fifteen years ago. He started from a standing start.

## **Saw Opportunity in Texas**

Acquiring a little capital by the sweat of his brow, Burford decided on his first visit to this State that Texas is the land of opportunity. This young adopted son of Texas, it should be noted in passing, doesn't wait for opportunity to come a-knocking. He goes out and looks up that well-known figure, finds out where most of the knocking is being done.

Closer acquaintance with the State and its people convinced Burford that from any point of view—social, business or political—that Texas and Texans are unbeatable. He "adopted" the State and like the proverbial orphan boy who was privileged to "pick out" his parents while ordinary boys and girls have to take the parents that are given them, Burford is a better Texan than many a native-born son. He has an unusually broad knowledge of and interest in the State's government and history. His two children, a boy and a girl, are making themselves ready for the University of Texas.

His first major Texas venture was in the Winkler field in 1928, when that field was approaching its peak as a producer of exceptionally high quality crude oil.

There then was every indication that Winkler would supply a large quantity of crude for many years to come. Upon the strength of this generally accepted belief, Burford and his associates created the Burford Oil Company, built a pipe line system into Pecos, and started re-



Freeman W. Burford

fining a gasoline which, because of its high quality, soon became a favorite throughout the western marketing area.

Qualities of the Winkler crude enabled the Burford Oil Company to refine a gasoline of high anti-knock standard without the addition of special chemicals. It became a premium gasoline and the trade name, "Silencer," soon was on its way to fame among motorists.

Just when success appeared close, at the peak of this prosperous period, the Winkler field began losing ground. The field's decline was nearly as phenomenal as had been its development. The lusty young Burford Oil Company saw its life blood being cut off.

## **Entered East Texas**

It was a coincidence that about this time "Dad" Joiner decided there was oil in East Texas. Burford, disconsolate because of the threatened loss of his supply in Winkler, but ever alert to new opportunities, looked at this prospective new area. Early in January, 1931, he came to Tyler and consulted with his friend, the late Frank R. Foster, who was then drilling in the Lathrop area west of

Longview, about twenty miles north of the Joiner discovery well.

Burford decided there were possibilities in this area; and thereupon the East Texas Oil Refining Co. was born. It was, in a sense, a wildcat proposition when Burford and his associates started acquiring leases in the vicinity. At the same time general headquarters for all the Burford interests were moved to Dallas.

The new company's first well was on the Giles lease in the south end of the field. Producing wells in East Texas now are the rule, rather than the exception; but the young East Texas Oil Refining Co. considered itself unusually fortunate when the first test came in a large producer.

An oil well is money in the bank, and many men would consider themselves well repaid with a single well. But Burford was planning ahead, as indicated by the name of his company. Not merely a producer, he was a refiner. Immediately after the well was brought in, arrangements were begun for the construction of pipe lines and a refinery at Friars Switch. This refinery started operating in March, 1931. Then the Lathrop well was brought in, and Burford started acquiring a checkerboard of leases between the Joiner and Lathrop wells; began the construction of another pipe line system in the north end of the field; and a refinery at Longview.

## **Giant in Three Years**

In three years the Giles well and the refinery at Friars Switch had grown under the untiring drive of F. W. Burford into a plant representing an investment of several millions of dollars. Its properties included four refineries, a large pipe line system in East Texas, another network in West Texas, a string of filling stations located in every city, town and hamlet of importance in East Texas, and operating control of 230 producing wells on 1,997 acres of producing leaseholds.

There is, in the oil business, a large element of luck; but luck alone can not carry a man. Burford might have leaned back on his laurels with his first well. Instead, he ventured. He might well have been satisfied with the ordinary refining plant as it is known in East Texas. Instead, he improved. He strove for a quality product which would build up his company's name. He expanded, spent his profits to make his company's products superior.

A concrete instance of this trait in his makeup is the fact that during 1933 he installed new and more modern equipment in what then was already one of the largest and most modern combination cracking and topping plant in the Middle West.

This new equipment made it possible to recover additional gasoline of a higher quality, a lighter-than-air gasoline which must be "packed" into the ordinary East Texas fuel. This process, making a "quick starting" product, is too expensive for the ordinary refiner, but it produced friends for the company, and in the ultimate analysis the size of any business

(Continued on Page 42)



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## Finds Opportunity

(Continued from Page 40)

may be gauged by the number of its friends.

### Installed Asphalt Plant

Burford's company also was first to recognize the possibilities of utilizing residue in the manufacture of road oil, or asphalt, and installed an asphalt plant, pioneering the way in Texas for this industry.

The Longview plant, largest and most modern in East Texas, has a daily maximum capacity of nearly 15,000 barrels, gives employment to a large number of men.

When the East Texas Oil Refining Co. was merged early this year, Burford and his associates retained its pipe line systems, refineries and filling station outlets. Acquisition of producing properties immediately was begun by a new company, the Eastern Texas Petroleum Company. Already that company has twenty producing wells on nearly 600 acres of leaseholds.

A new Burford enterprise is in the making!

## Murray Heads Mortgage Bankers

Owen Murray, Dallas investment man, was elected president of the Mortgage Bankers Association of America at the 1934 annual convention of the Association in Chicago in October.

This is the first time that a Dallas man has been selected as head of the mortgage bankers association and one of the few times the honor has been given a southern investment man.

Mr. Murray is president of the Murray Investment Company. He was born October 2, 1885, in Tennessee; moved to the Indian Territory in 1904 and in 1908 helped organize a partnership for the handling of Indian lands and making loans.

In 1915 he began development of an investment business in McAlester. In 1921 he incorporated his business as the Murray Investment Company and a year later opened a branch office in Dallas.

So rapidly did the Dallas branch grow that two years later, 1923, he made it the headquarters offices and moved to this city.

He has been active in the Texas Mortgage Bankers' Association, having been one of its organizers and is a past president of the association. He has been associated with the Mortgage Bankers' Association of America since 1916 and for many years has occupied an official position in it.

## NOTICE OIL MAN

Whiskey on Prescription

A. C. DRUG CO.

Across from Baker Hotel

We Deliver

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**T**HE location of Dallas as a geographic center of oil activity was a factor in the city's selection for the important A. P. I. convention. That very location has enabled us to give extensive banking service to the Petroleum industry in its phases of production, refining and marketing.

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### CENTENNIAL NITE CLUB

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## STATEMENT OF CONDITION

# Republic National Bank and Trust Co.

DALLAS, TEXAS

October 17th, 1934

## RESOURCES

Loans and Discounts-----	\$20,446,939.09
Bills of Exchange and Bankers Acceptances-----	2,256,549.03
Acceptances—Customers' Account -----	350,000.00
Banking House -----	1,975,000.00
Other Real Estate-----	476,814.26
Furniture and Fixtures-----	198,000.00
Other Assets -----	22,885.98
Stock in Federal Reserve Bank-----	210,000.00
U. S. Government Securities-----	21,539,858.33
State, Municipal and Land Bank Securities-----	5,063,222.29
Other Bonds and Securities -----	2,181,867.10
Cash in Vault and with Banks-----	15,823,320.95
Total -----	\$70,544,457.03

## LIABILITIES

Capital—Common -----	\$ 4,000,000.00	
Capital—Preferred -----	2,000,00.00	6,000,000.00
Surplus -----		1,000,000.00
Undivided Profits -----		294,162.54
Reserved for Dividends-----		21,977.17
Reserved for Interest, Taxes and Contingencies--		271,854.37
Acceptances—Customers' Account -----		350,000.00
Circulation -----		3,423,150.00

## DEPOSITS—

Individual -----	\$33,968,748.42	
Banks -----	18,610,261.76	
U. S. Government-----	6,604,302.77—	59,183,312.95
Total -----		\$70,544,457.03

## The Seismograph

A Summary of Its Use in the Search for New Oil and Gas Fields

By J. C. KARCHER

THE refraction seismograph was first used in the United States about 1923 and the reflection seismograph was first used in 1926. The refraction seismograph found application and was successfully used in search for salt domes on the Gulf Coast and reached the zenith of activity in its use in 1928-29.

The refraction seismograph, because of the large area that could be quickly covered was found to be peculiarly adapted to the search for salt domes. After the Gulf Coast and other salt dome areas of the United States had been thoroughly examined and about a hundred domes found by this method, its use became somewhat more limited because the more recently developed reflection method provided more accurate results and required less dynamite with consequent lower cost of operation when used in the determination of geological structure.

## First Reflections in 1921

The first reflections of which the writer has any knowledge were obtained by Dr. W. P. Haseman and the writer in the Arbuckle Mountains in 1921. These reflections were obtained from the contact of the Sylvan Shale with the Viola Limestone (Ordovician in age). The first closed structure to be discovered by the reflection method was worked out by H. B. Peacock in November-December, 1926. At the present time the reflection seismograph has almost completely superseded the refraction seismograph and is finding fairly universal application.

The reflection seismograph is being extensively used in Kansas, Oklahoma, the Texas-Louisiana Gulf Coast and East Texas. Less extensive use is being made of the reflection seismograph in California, West Texas, Colorado, Louisiana and Mississippi. These instruments have found their way into Canada, Mexico, Venezuela and many other foreign countries.

The reflection seismograph has been effectively used in connection with the location of a number of major oil and gas field areas in Oklahoma and Texas, the principal ones being the Van Pool in Van Zandt County, Texas, the Lucien Pool near Perry, Okla., the Keokuk Falls Pool near Keokuk Falls, Okla., the Long Lake Oil and Gas Field and Cayuga Oil Field, Anderson County, Texas, and perhaps half a dozen small pools in Kansas, fifteen or twenty small pools in Oklahoma and possibly an equal number in Texas. Other discoveries in more remote areas have been made.

Reflections have been obtained in Kansas from depths as shallow as 500 feet and in Texas and California at depths of 30,000 feet. The average depths at which reflections are obtained are about 4,000 to 8,000 feet, which corresponds approximately to the average depth of drilling.

(Continued on Page 47)



# A · P · I DELEGATES

## *Welcome to Dallas*

The United Gas Public Service Company which serves many East Texas towns and oil field operators with Natural Gas, bids you a hearty welcome to Dallas and wishes you a successful meeting as well as a pleasant visit.

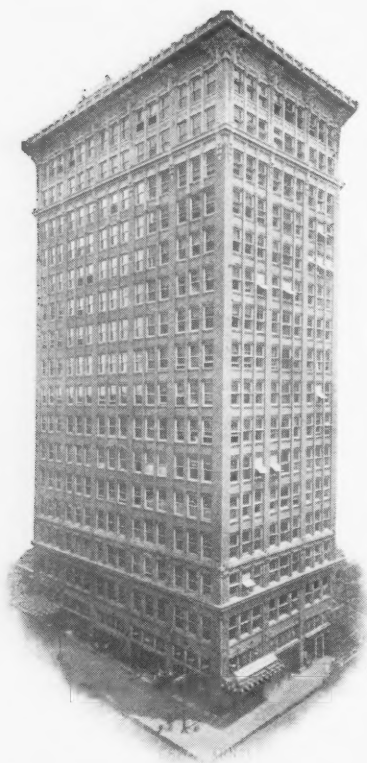
The lines and service facilities of this company have made it possible for many operators to use efficient, economical, Natural Gas, for creating power to be used in drilling and pumping.

United Gas Public Service Company

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**\$41,777,495.29**

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Every Southwestern Life Policy bears this certificate signed by the State Insurance Commissioner: "This Policy is registered, and approved securities equal in value to the Legal Reserve hereon are held in trust by the Commissioner of Insurance of the State of Texas."

### **More Life Insurance in Force in Texas Than Any Other Company**

This Texas Company employs more than 900 Texans in the operation of its exclusively Texas business; it has representatives in nearly 300 Texas communities; it has accounts in more than 300 Texas banks; it paid more than \$100,000.00 in Texas State, County, School District and City Taxes in 1933; and its disbursements in Texas last year amounted to more than \$7,000,000.00.

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Toronto, Canada  
Tulsa, Oklahoma

Mexico City, Mexico  
London, England  
Manchester, England  
Glasgow, Scotland  
Paris, France  
Berlin, Germany

Hamburg, Germany  
Melbourne, Australia  
Sydney, Australia  
Buenos Aires, Argentina  
Rio De Janeiro, Brazil  
Para, Brazil  
Sao Paulo, Brazil

## The Seismograph

(Continued from Page 44)

In areas where the velocity of the seismic waves is known, the precision of depth determinations is about one per cent. Closures in an area where reflections are obtainable can be successfully worked out to an accuracy of within fifty feet at depths of 6,000 feet or less.

### Scope of Seismograph

To further indicate the scope and effect of the seismograph, we list herewith the several areas mentioned above, together with the depths to which reflections are obtained in these areas and the horizons from which they are generally obtained:

- 1—East Texas: Depths from 1,000 to 7,000 feet.  
Horizons: Nacatoch, Pecan Gap Chalk, Austin Chalk, and two or more members in the Lower Cretaceous.
- 2—West Texas: Depths from 3,000 feet to 20,000 feet.  
Horizons: Lower Pennsylvanian, Ordovician.
- 3—Oklahoma: Depths from 2,500 to 9,000 feet.  
Horizons: Checkerboard, Oswego (Pennsylvanian) Mississippi Limestone, Hunton Limestone, and Viola Limestone.
- 4—Kansas: Depths from 500 to 5,000 feet.  
Horizons—Cimmaron, Anhydrite, Topeka formation, Lansing and Lower Ordovician.
- 5—Louisiana: Depths from 1,000 to 7,000 feet.  
Horizons: Nacatoch, Anona Chalk, and one or more members in the Lower Cretaceous.
- 6—Alabama: Depths 2,000 to 5,000 feet.  
Horizons: Vicksburg Limestone, Selma Chalk.
- 7—New York and Pennsylvania: Depths 1,200 to 6,000 feet.  
Horizons: Anandonga Limestone, Niagara Limestone, Trenton Limestone.
- 8—Michigan: Depths 1,600 to 6,000 feet.  
Horizons: Traverse, Dundee, Niagara and Trenton Limestones.
- 9—California: Depths from 1,000 to 20,000 feet.  
Horizons: Vaqueros, unnamed Cretaceous Members and Granite.
- 10—Mexico: Depths from 2,000 to 9,000 feet.  
Horizons: El Abra, Lower Cretaceous Members.
- 11—Canada: Depths 2,000 to 5,000 feet.  
Horizons: Colorado, Ellis and Madison Limestones.

In areas where no recognizable horizons are found, such as occur in the Miocene and younger formations as found in the Gulf Coast and California, it is common practice to determine structures by the dip method.

### Data As Contour Maps

The manner in which seismograph reflection data is usually prepared and

(Continued on Page 49)



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## Oil Men form Texas Petroleum Council

In July, 1933, a group of several hundred oil men met in Houston at the call of George A. Hill, Jr., President of the Houston Oil Company, to organize the Texas Petroleum Council, a fact-finding and law-enforcement organization, with the primary job of leading the fight against the greatest menace to Texas' greatest industry, Hot Oil.



R. Lloyd Wheelock

its first President, Professor A. W. Walker, Jr., a member of the law faculty of the University of Texas, placed its headquarters in Austin, Texas. John E. Kilgore of Wichita Falls was elected legal vice-president, E. O. Buck of Houston and Conroe, technical vice-president, and Allen V. Peden, Houston newspaper man, secretary.

The Council at once tendered its good offices and assistance to the Texas Railroad Commission, the Comptroller's Department, the Attorney General and other state agencies charged with law enforcement. Its offers were then and have, many times since, been cordially accepted, as have similar offers made to the federal authorities.

Some six months after taking office with the Council President Walker accepted a position as attorney for the Petroleum Administrative Board in Washington. Mr. R. Lloyd Wheelock, an independent operator from Corsicana, was elected president in his stead.

The Council is supported by so-called majors, minors and independents. It is the recognized mouthpiece of the industry in Texas. It is the rallying-point for the law-abiding oil men in the state and the unrelenting foe of the ruthless, greedy minority of violators. Telegrams sent to Washington by the Council in the critical situation prevailing about the first of October resulted in aggressive action by the federal government.

Although fully realizing the magnitude of the task, the Council is pushing ahead with its law-enforcement campaign. And not the least of its accomplishments has been the part it has played in largely eliminating the unhappy factional strife with which the industry was so long torn in this, as in other states.

The Council's charter made it a strictly non-political organization and pledged it to the support of the duly constituted agencies, both state and federal, charged with enforcement of oil laws and regulations.

Emphasizing its non-political and non-partisan character, the Council's directors chose as

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## The Seismograph

(Continued from Page 47)

submitted is in the form of contour maps wherein the contours are drawn on the reflecting horizon as determined by means of the seismograph operations. These maps are usually prepared by the chief of party working in co-operation with a geologist familiar with the area.

It is believed that the number of wildcat wells required per discovery has been reduced from approximately forty wildcat wells per discovery well without the use of the seismograph to perhaps five wildcat wells or less per discovery well when the seismograph is used.

That there are more than one hundred seismograph parties in operation in the United States is ample evidence of the importance which has been attached to this method of operation by the oil companies in recent years.



### Voters Protest High Gasoline Taxes

The rising protest of the electorate against the unfairness of excessive gasoline taxes and the use of motor-vehicle-tax revenues for purposes other than highways is evident in the planks of state platforms adopted by political parties this fall.

A study made by the American Petroleum Industries Committee shows that both major political parties either are opposed to further increases in gasoline tax rates or are definitely on record as favoring immediate reduction. Evident also is a general and definite opposition to use of revenue from such special additional taxes paid only by motorists for other than the original purpose of the levies, highways.

The Democratic platform adopted in Arkansas opposes increases either in gasoline taxes or registration fees, and declares that "no taxes levied for one purpose should be used for any other purpose."

Illinois Republicans denounce the use of gasoline-tax revenues for purposes other than highways, and declare their opposition to a gasoline-tax increase. Republicans of Pennsylvania have a strong anti-division plank. Indiana Republicans have pledged wholehearted support to a substantial reduction in the state gasoline tax and automobile fees.

In Texas the Democratic platform opposes further diversion of highway revenues. In New Jersey, Harold G. Hoffman, Republican candidate for governor, has strongly opposed diversion of gasoline-tax revenues from roads, and his stand has been endorsed by his party.

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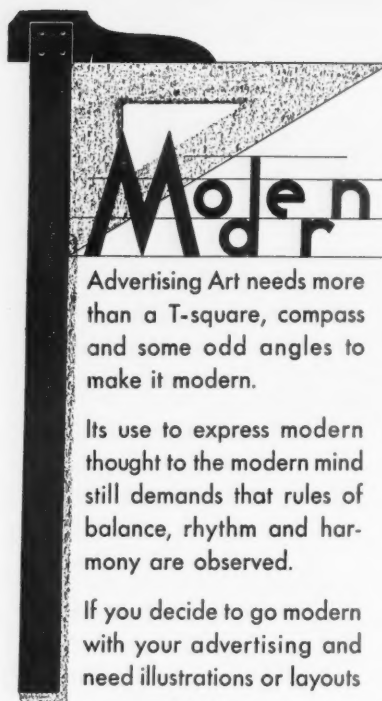
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## Oil to Have Part in Texas Centennial

The oil industry as a whole will have a greater interest in the Texas Centennial, to be held in Dallas in 1936, than perhaps any other single line of business endeavor.

In the first place, while the Texas Centennial will be historical in nature, much of the effort in preparing this gigantic exposition will be to picture the natural resources of the State—their present development—their future possibilities.

The petroleum industry has contributed more to the growth of the State, in wealth and population, in recent years than any other industry. Naturally, oil will have a prominent part in the exposition, because at present it is perhaps the State's greatest resource. A gigantic petroleum display at the exposition will attract Nation-wide attention and will be of tremendous benefit to the Centennial, the State and the industry.

The Texas Centennial is also expected to contribute greatly to the industrial development of Texas and the Southwest. At the present time this vast empire is manufacturing less than fifteen per cent of the goods it consumes. The Centennial will be an effective medium for calling to the attention of business executives and capitalists the tremendous possibilities that exist in this section for industrial development. As more industries are built in this, the world's greatest oil-producing region, the home market for the petroleum products of the Southwest will be greatly enlarged, thereby again greatly benefiting the industry.

The Texas Centennial is expected to bring millions of tourists to Dallas and Texas during 1936. A large percentage of these will probably drive their own cars, and these tourists will consume millions of dollars worth of gasoline and lubricating oil in making the trip to and from the exposition.

Because of the many angles from which the Texas Centennial will benefit the petroleum industry, leaders in the industry, both in Texas and throughout the Nation, are expected to take an active part in helping to make this celebration one of the greatest expositions ever held in this country.

Plans for the Centennial are still in their early stages. As they unfold, the petroleum industry will be kept informed, and will be given every opportunity to utilize the exposition for the fullest benefit of the industry.

The Sinclair Refining Company has leased for fifteen years, for a consideration of approximately \$30,000, the site at the corner of Jackson and Market streets, and a modern super-service station is under construction on the site.

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## Dallas Supreme as Financial Center

Banking statistics for the current year show the continued outstanding supremacy of Dallas as the financial center of the Southwest.

Dallas bank clearings for the first nine months of 1934 totaled \$1,265,875,035; clearings for the second city were \$917,558,020.

Dallas bank debits for the first nine months of 1934 were \$1,430,144,009; debits for the second city were \$1,170,385,877.

Improved business conditions in the Dallas district are revealed by a comparison of the figures for 1933 and 1934.

For the first nine months of 1933 the Dallas bank clearings were \$944,137,275, as compared with \$1,265,875,035 for the first nine months of this year.

Dallas bank debits for the first nine months of 1933 were \$1,165,525,000 as compared with \$1,430,144,000 for the first nine months this year.

September bank clearings in Dallas were \$155,217,758, compared with \$143,147,926 for August and \$138,415,066 for September, 1933.

September bank debits in Dallas totaled \$173,515,000, compared with \$159,124,000 for August and \$128,037,000 for September, 1933.

Being the home of the Federal Reserve Bank for the Eleventh District, with some of the finest commercial banking institutions in the country, Dallas is particularly well equipped to serve the oil industry.



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# Colonel C. M. Joiner Ideal American

By EVERETT LLOYD  
Publisher, Lloyd's Magazine

**C** M. JOINER is one of the Texas immortals. His career, so epic in its unfoldment is like a chapter from a classic novel of conquest and adventure; indeed, should any novelist desire to epitomize the heart and life of America he could find no more inspiring theme than the career of this home-spun and self-made man, even though he does give the credit for his success to the "other fellow."

It is a strange paradox but nevertheless true that the men who achieve most in this world are the ones who have had the least apparent opportunities. They were not born in the lap of luxury but had to face life with all its handicaps. Whether the necessity to exert themselves develops latent abilities, or the lack of things the rich enjoy spurs them on, it is usually the man who is born poor and must rely on himself who reaches the pinnacle of fame; and when the history of Texas comes to be written it will be found that C. M. Joiner rose to wealth, honor and national celebrity by character rather than by circumstance. His only fortune at birth was intelligent and God-fearing parentage. He had neither money nor a position of influence but was reared or rather ingrained with those fixed standards of religious duty, and reached maturity with those broad senses of obligation that result from spiritual guidance at his mother's knee. His well-rounded completeness of character, his unselfish service as exemplified by his life gives us a glimpse of the imagined ideal American—not the legendary type, but the real man of achievement whom every father desires to have his sons emulate.

## Has Done Much for Texas

Few contemporary Texans have done more for the development of Texas than Colonel Joiner. He has shared his success with others and emerged a great figure in the life of the Nation, a man of force and ability, character, loyalty, an educated man, a cultured gentleman familiar with the best that has been thought, written, said and done in the world.

Well has he earned the tribute—Ideal American.

C. M. Joiner is a born prospector and developer, and like Cecil Rhodes he is able to think in terms of millions. East Texas was the last place in the world where one would expect to find oil, especially after it had been condemned by many of the major companies and leading geologists, but this did not daunt the



C. M. (Dad) Joiner

spirit and enterprise of Joiner; and while he should have made at least a hundred million dollars for himself by his discovery he is still the one outstanding figure as far as the East Texas field is concerned—not in actual wealth although he is now in the millionaire class and on the high road to greater achievements. To begin with Colonel Joiner is not interested in making money alone. He lives in a spiritual and intellectual world of his own, a dreamer perhaps, but one whose dreams come true. When his first well came in on the Daisy Bradford farm it was a news item of world significance. Oil operators from the four corners of the earth foregathered at Overton and this city, along with Tyler, Kilgore, Rusk, Gladewater and Longview were practically made over in a few weeks. New buildings, transportation lines, newspapers, refineries and supply houses followed in the wake of this discovery—a discovery visioned in a modest Dallas office.

So great was the transformation that today one would hardly recognize the East Texas of five years ago from the East Texas of today. Without capital C. M. Joiner, who had been more or less of a soldier of fortune, drilled his first two wells and lost them, moved his rig to another location and the third well made history. And what followed the whole world is now familiar with. East Texas became a national sensation and the name of C. M. Joiner was on the front page of a thousand daily news-

papers. Following the discovery of the original Joiner well on the Bradford farm leasing, drilling and royalty buying became the order of the day and all other oil fields were relegated to second place, and in some instances operations practically ceased. Hobbs, New Mexico, at the time a promising field, was deserted over night, and operators everywhere flocked to East Texas. Had the East Texas field been discovered by one of the major companies it would not have been unusual, what with all their money for exploration and geologizing—but they had all frowned on East Texas, saying it was a fine country for peaches, water-melons, peanuts, and sweet potatoes and even iron ore—but not for oil. C. M. Joiner thought differently and he had the courage and nerve to back his judgment with his last dollar. Friends and associates grubstaked him to their limit.

## Inspiration For a Book

C. M. Joiner is one of the few men in Texas whose career served as the inspiration of one of the most notable books by a Texas author. This highly inspirational and wholesome book is "Why Are You Standing Still?" by Anderson M. Baten. Here is a book that is destined to pass into the class of best sellers, and deserves to. This book represents the quintessence of inspirational literature of all ages, the central theme being that it is never too late to succeed, as many of the greatest books, paintings, poems, statues and works of art have been written, painted or carved when their creators had passed the age of three score and ten. Vice versa, an equal number of works of art of enduring fame, whether famous poems, dramas, orations, paintings, conquests in war, invention, discovery, exploration have been executed when their authors, creators and heroes were still in their twenties, which bears out the truth of the line from the poet, Longfellow, that "Age is opportunity no less than youth itself."

C. M. Joiner did not dart across the firmament like a meteor. Success was slow in crowning his efforts, and when it did come it found him philosopher enough to understand its meaning as well as its responsibilities. It found him a mature man, a man of poise, culture, balance, well read and educated. He is now in position to enjoy life to its fullest, to comprehend its spiritual values and to see the good in his fellowman. And maybe this in the end is the true philosophy of life after all.

There is one trait characteristic of all successful men and women: Whether Henry Ford tinkering with his bicycle and later with his first automobile; whether Edison with electricity, Marconi with wireless telegraphy, Lindbergh contemplating his Paris flight or a great general planning his strategy in war—they all have a divine faith combined with hope. In the case of C. M. Joiner he has been a developer and prospector throughout his mature years. He was a successful operator in a small way in

(Continued on Page 54)





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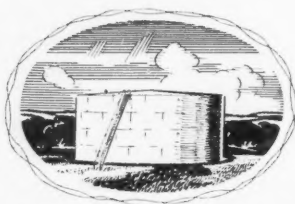


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The principle of maintaining an ample reserve is the guiding principle of the Fidelity Union Life Insurance Company. In that principle, the officers of this company see eye to eye with oil company executives whom it is our privilege to have with us as guests of the city in November.

We extend greetings to the oil industry, an industry that is doing much for Texas, an industry in which we have many friends.

## FIDELITY UNION LIFE INSURANCE COMPANY

Dallas, Texas

EARL B. SMYTH, President

L. C. BRADLEY, Vice-Pres. and Agency Mgr.

## Colonel C. M. Joiner

(Continued from Page 52)

other fields before he brought in the Joiner pool in East Texas. It was his uncanny vision, his faith, perseverance and confidence that directed his attention to East Texas, and without whom the field would have remained undiscovered until this day. He changed the entire geography of Texas, set in motion forces that have changed the financial and economic structure of the State, yet when the first Joiner well came in he probably did not have a hundred dollars to his credit. Now he can estimate the results of his pioneering, his faith, if you please, in terms of seven figures, not to mention the scores of other millionaires he was solely and directly responsible for making. From the standpoint of enriching the State and bringing financial independence to thousands of its citizens, C. M. Joiner stands supreme and in a class by himself. No other individual, no corporation or group of individuals have done as much, yet he is the last person in the world to claim undue credit. His philosophy is to give the credit to the "other fellow" and this is one of the many fine and beautiful traits of this modest man's character.

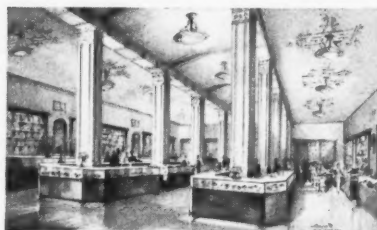
### A Monument to Joiner

During its ten years' existence this magazine has published human-interest, character stories of many of America's greatest business and professional leaders—the Morgans, Mellons, John W. Davis, presidential candidate and the ablest man nominated by either party for fifty years until the election of Franklin D. Roosevelt, Henry Ford, the Duponts and a host of others high in official and private life. C. M. Joiner, one of the least exploited big men in America will rank with any of the above in bold daring, in pioneering and in creating natural and potential wealth from our natural resources, indeed, he probably surpasses most of them. As a matter of fact, his discovery of the Joiner pool in East Texas has resulted in greater wealth for Texas and the Nation than the discovery of oil in any other region, or the discovery of gold in California.

The approaching Texas Centennial in 1936 impresses us with the propriety and advisability of building a monument to C. M. Joiner. It need not be built on the site of the Centennial or even in the city where the Centennial is held but on the Daisy Bradford farm near Henderson, East Texas, where the original Joiner well was brought in. In time this monument would become one of the State's most popular shrines. We have monuments to soldiers, statesmen, why not to the one man who has added billions of dollars to the wealth of Texas? Pass the thought along to your friend and neighbor for C. M. Joiner's name and achievements will have a place in textbooks and histories even during his lifetime, let us hope. The monument would be in keeping with the spirit of the times. No other Texan of the present generation ever deserved one more.

## Jewelers Celebrating Anniversary

The Arthur A. Everts Company, 1616 Main St., is this month celebrating its thirty-seventh anniversary. Starting in a cubby-hole on lower Main Street, the company has grown to be one of the largest and finest jewelry concerns in the country.



At this store visitors are always welcome, whether they wish to buy or not. And because Everts has gathered rare treasure from the four corners of the earth, this store has become one of the show places of the South. The latest addition to this list of prized possessions is what is said to be one of the most gorgeous rings ever made. The center stone is a perfect fourteen carat diamond, surrounded by smaller diamonds. The mounting was made by craftsmen in Everts' own factory, from Spanish doubloon coin minted during the reign of Queen Maria Lucia, wife of Charles IV, in honor of whom the ring is named.



### Barbecue to Honor W. R. Boyd, Jr.

Commercial organizations of Teague and Fairfield, Texas, in cooperation with local oil men, have invited members of the American Petroleum Institute to participate in an old-fashioned country barbecue, Friday, November 16, the day after the close of the Fifteenth Annual Meeting at Dallas.

The barbecue is given in honor of Executive Vice President W. R. Boyd, Jr., of Teague, and will be held at the barbecue pit on the Boyd Farm along State Highway No. 7 between Teague and Fairfield. Mr. Boyd is a native of Fairfield, was the first mayor of Teague, and still is a legal resident of Freestone County.

E. L. Smith, of the E. L. Smith Oil Company, of Mexia, a director of the Institute and chairman of the Oil and Gas Committee of the East Texas Chamber of Commerce, is chairman of the General Committee on Arrangements for the Barbecue. R. L. Wheelock, of Wheelock and Collins, of Corsicana, is chairman of the Barbecue Committee. Invitations were signed by President Frank Folsom, of the Teague Chamber of Commerce, and by President W. A. Parker, of the Fairfield Business and Civic Club.

DALLAS, November, 1934



## OIL MEN...

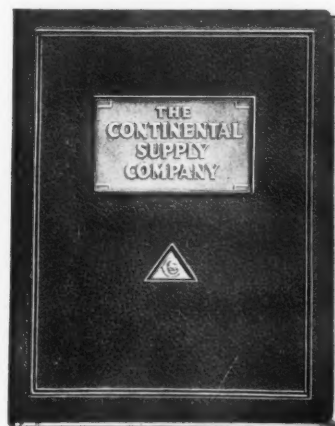
You are cordially invited to visit our plant any time you happen to be in Oklahoma City or Houston.

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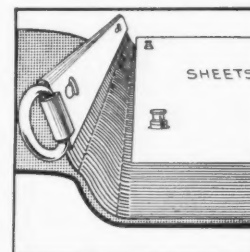
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**T**he telephone had its birth 58 years ago in a make-shift Boston research laboratory, where Alexander Graham Bell watched a tiny straw attached to the eardrum of a human skull trace a wavering line on smoked glass.

Since then, telephone history has been told in countless scientific problems solved. Bell Telephone Laboratories, research arm of the telephone service, is the reason you now may talk across continents and seas, that most telephone wires are underground, that a single long distance line may carry four simultaneous conversations.



Research scientists at the Laboratories search constantly for inventions and

improvements that may be devoted by the Southwestern Company, and the other Bell operating companies, to keeping the price you pay for telephone service low.

Back of this fundamental policy is the belief that in an undertaking planned like the telephone service for the long pull, what is best for the telephone user becomes in the end the policy that will bring us the sounder, more enduring measure of success.

**SOUTHWESTERN BELL TELEPHONE COMPANY**



## Dallas Bank Deposits Set New Record

The national bank call of October 17 revealed that Dallas bank deposits and resources are the highest in the city's history.

The ten local banks had total deposits on that date of \$198,352,272, or \$45,582,920 more than for the corresponding date of 1933 and \$4,769,071 greater than on June 30 of this year.

Resources of the same banks on October 17 were \$299,944,285 or \$43,422,472 greater than in 1933 and \$5,250,953 greater than on June 30 of this year.

Bankers and business leaders were jubilant over the excellent showing. They attributed it largely to the rapid strides in business progress in Dallas, Texas and throughout the country generally and to the success of the Roosevelt recovery program. Local business conditions were also cited, including the large crowds in Dallas this fall for the State Fair of Texas, football games, horse races and other attractions.

### Bank Clearings Advance

Dallas bank clearings and debits to individual bank accounts for the last

twenty-nine weeks have averaged more than during the same period of 1933. The Dallas Federal Reserve Bank weekly figures have likewise been reflecting improved conditions in this part of the country. Total resources of the reserve bank on October 24 were \$207,044,000 or \$42,145,000 greater than on October 25, 1933. Deposits of the same bank were \$125,374,000 or \$42,654,000 greater than at the same time in 1933.

The 1929 high water mark was only slightly under the record established by the latest bank call. Total resources then were \$229,560,150 or \$384,135 less.

### Banking Situation Strong

Nathan Adams, dean of Southwestern bankers, commented on the figures as proving that "the banking situation is stronger than I have ever seen it."

"Texas was never better off," he added. "What we need is a little more faith in America and a little less talk about England and Canada."

Figures for the two bank calls of this year are:

### DEPOSITS

	June 30, 1934	Oct. 17, 1934
First National Bank in Dallas.....	\$ 89,457,112.65	\$ 94,979,799.18
Republic National.....	59,597,979.60	59,183,312.95
Mercantile National.....	17,292,001.34	17,651,232.97
Dallas Bank and Trust.....	16,928,606.06	15,753,124.44
National Bank of Commerce.....	5,364,394.08	5,608,836.01
Liberty State.....	1,849,843.79	1,934,510.99
Oak Cliff Bank and Trust.....	1,409,789.81	1,433,484.53
Texas Bank and Trust.....	895,425.28	937,296.61
Hillcrest State.....	569,996.92	615,135.22
Grand Avenue State.....	218,052.07	255,539.88
<b>TOTAL.....</b>	<b>\$193,583,201.60</b>	<b>\$198,352,272.78</b>

### RESOURCES

	June 30 1934	Oct. 17, 1934
First National Bank in Dallas.....	\$103,455,016.10	\$109,087,211.38
Republic National.....	70,558,257.21	70,544,457.03
Mercantile National.....	20,179,770.09	20,514,268.45
Dallas Bank and Trust.....	18,776,368.37	17,551,566.59
National Bank of Commerce.....	5,944,165.74	6,205,102.25
Liberty State.....	2,177,028.89	2,276,181.78
Oak Cliff State Bank and Trust.....	1,615,630.67	1,644,153.92
Texas Bank and Trust.....	1,132,007.30	1,176,318.93
Hillcrest State.....	603,535.45	652,214.92
Grand Avenue State.....	250,551.84	292,809.84
<b>TOTAL.....</b>	<b>\$224,693,331.66</b>	<b>\$229,944,285.09</b>

### Big Increase in New Business Here

Records of the Industrial Department of the Dallas Chamber of Commerce show that 936 new businesses were established in Dallas during the first nine months of 1934.

Eighty of these concerns are identified with the oil industry, including producing companies, supply companies and others directly connected with the industry.

During the nine-months period ninety national concerns established branches

in Dallas to serve the Southwest, consisting of factories, warehouses and sales offices.

Other new businesses in Dallas this year to date include the following: Wholesaling and distributing, 93; retail, 477; manufacturing, 45; and miscellaneous, 199.



An interesting comparison is seen in the fact that the income from motor fuel was equal nearly to one-fourth total revenues derived from income taxes, both individual and corporation, in the 1934 fiscal year.



**Don't Miss the Races!**

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**Arlington Downs**

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**50c** Round Trip

Direct to Grand Stand Entrance

No Walking or Waiting

Via

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Yes, we know it's a "Big Job" to serve enterprising, wide-awake Texas with the kind of hotels that Texans want, but we are doing it. Scattered throughout the State you will find Hilton-operated hotels, each and every one of them tackling the "big job." According to what our guests say, they are making a good job of the "big job."

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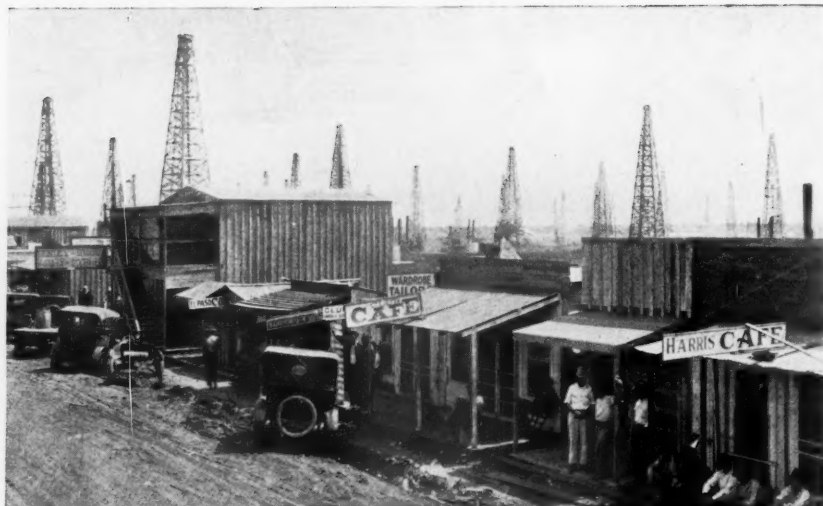
## Texas Petroleum

(Continued from Page 14)

the University of Texas has been vastly enriched with millions in royalties coming from State-owned lands in Crane, Upton and Reagan counties. This big development began with the discovery at Big Lake in Reagan County, May 28, 1923. It has spread into Winkler County and into Pecos County with its famous Yates Pool until West Texas production has increased to approximately a quarter of a million barrels a day.

### Spindletop Spouts Again

It may have been the big "come-back" of Powell that encouraged Frank Yount to attempt to bring back the past glories of Spindletop. Yount's faith in the pioneer coastal field was rewarded on November 16, 1925, when his drillers brought in a gusher to the southeast of the old field. That was the beginning of the New Spindletop where Yount's first gusher was drilled to 2,518 feet as compared with an average depth of 1,000 in the original field twenty-five years earlier. Intensive drilling was practiced in the new Spindletop where oil was found in five different sands. Production for the field passed 100,000 barrels daily in September, 1926, and Spindletop, spouting again after a twenty-year rest, contributed mightily to Texas' total production of



Shack Town in the Corsicana-Powell field during boom days that followed the Powell come-back in 1922.

166,916,000 barrels of oil in that year. The following year, 1927, the State's output passed the two hundred million barrel mark and has not fallen below that amount since. In 1929 Texas production just missed three hundred million with a total of 296,876,000.

Then came the discovery of the giant

East Texas field, the greatest oil field in the world. With nearly 15,000 producing wells, this great field, just one hundred miles east of Dallas, is writing the latest and greatest chapter in the magnificent history of oil development in Texas.

They say that Texas petroleum history has just begun. Where will it end?

## WELCOME TO DALLAS

Dallas is proud to have one of the outstanding industries in the world hold its convention in Dallas. We, a representative firm that has grown with Dallas for thirty-five years, invite you to drop in on us while you are here. You will be agreeably surprised in seeing one of the most beautiful jewelry stores and one of the finest selections of fine merchandise in the whole South. Whether you want to take home a diamond, watch, silver, china, crystal, or just a little remembrance, you will find a large selection of the newest merchandise to be had.

While in Dallas Visit One of the  
South's Finest Jewelry Stores

# SHUTTLES

SECOND FLOOR SOUTHLAND LIFE BUILDING  
NEXT DOOR TO BAKER HOTEL



TO OUR  
Many Friends In Attendance At The  
Fifteenth Annual Meeting  
of the  
**American Petroleum Institute**

We Extend A Cordial Welcome

**Waggoner Refining Company, Inc.**

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THREE "D" PETROLEUM PRODUCTS

**THE DRISKILL**

**Austin, Texas**

300 Rooms of  
Solid Comfort



RADIOS  
No Charge

W. L. STARK, Manager

Oil Headquarters of the Capital City wishes you a successful convention and extends to you an invitation to make this popular hostelry your home when in Austin

*Welcome*  
**American Petroleum Institute**

To Dallas for your annual convention and to East Texas for a tour of the world's greatest oil field.

•

**E. L. SMITH OIL COMPANY**

E. L. SMITH, Owner, and Chairman East Texas Chamber of Commerce Oil Committee

MEXIA, TEXAS



**ENERGY UP!**  
**at 10-2 & 4 O'CLOCK**

**A**  
**P**<sub>(epper)</sub>  
**I**<sub>(nvigorates)</sub>

*Greetings . . . and Welcome to  
Dallas . . . Home of Dr. Pepper*

No one knows, better than you Petroleum Fellows just how fatiguing, conventioning can be. Luck is with you this year. You meet in Dallas, Home of Dr. Pepper. When you begin to let down a little, rush out and Drink-a-bite-to-eat. It snaps you out of the convention jitters.





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General Electric offers complete electric equipment for the petroleum industry — induction and synchronous motors, controls, turbines, generators, arc-welding equipment, transformers, capacitors, switchgear, electric ship-propulsion equipment, and complete wiring materials. Competent sales engineers in G-E offices near your field are ready at all times to help you get the most from your investment in electric equipment.

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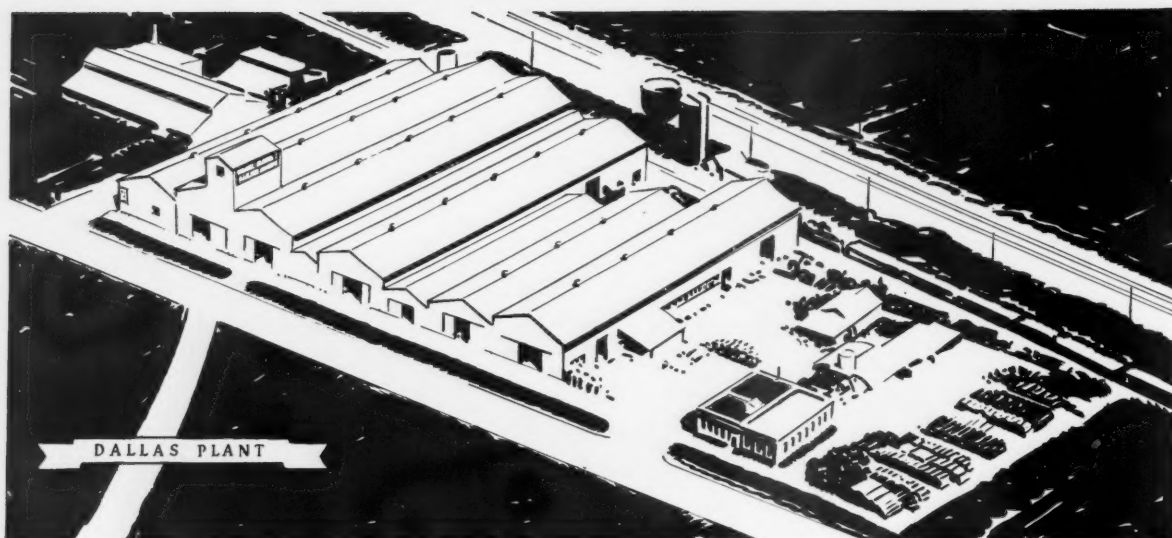
San Antonio

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# GENERAL ELECTRIC



## Twice Welcome to Texas

• The Wyatt Metal & Boiler Works, with plants in Dallas and Houston, extends a double welcome to the Members of the American Petroleum Institute meeting in Dallas in November.

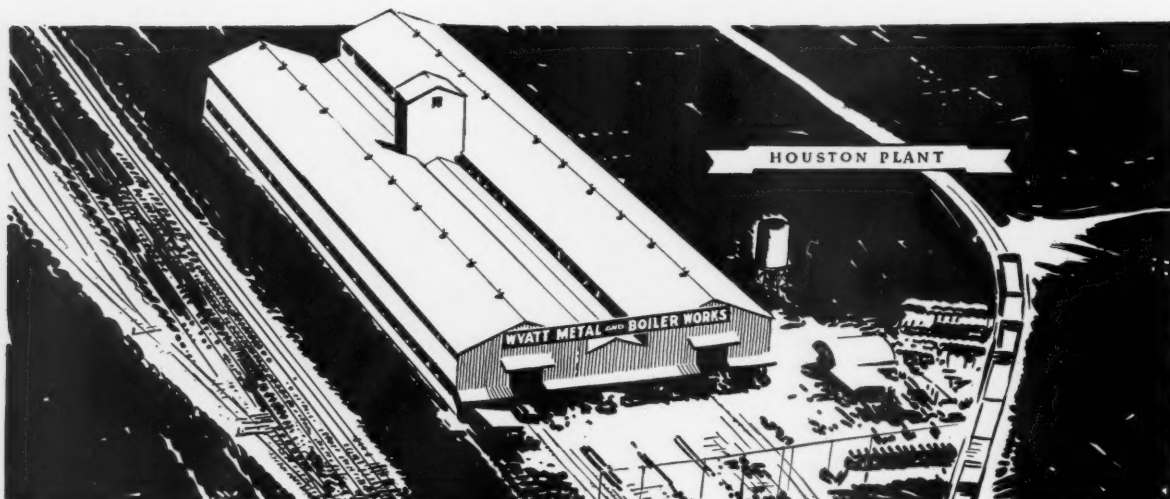
• For welded tanks, heavy refinery work, welded pipe and underground storage tanks, Wyatt's two plants offer quick shipment with full advantage of freight rates on incoming and outgoing tonnage.

### WYATT METAL AND BOILER WORKS

*Capital \$1,000,000*

DALLAS

HOUSTON



# TYLER

THE ROSE CAPITAL OF AMERICA

## Greets A. P. I. Delegates

### ROSE FACTS

The area immediately surrounding Tyler grows annually more than six million rose bushes for shipment to the four corners of the earth. Indeed, it is said that the Tyler area supplies more than one-third of the entire nation's rose bushes.

Statistics recently compiled reveal the immensity of the nursery industry in and near Tyler by the twelve hundred to fifteen hundred acres of land cultivated annually in roses.

The rose bushes produced annually have an annual potential yield of one hundred fifty million blossoms—enough to present a rose to every citizen of the United States and then have enough left over to adorn the lapels of the coats of every Frenchman under the sun.

Production of roses in and near Tyler is not limited to a few varieties. Approximately five hundred different varieties of varying sizes, shapes and colors are grown in this area, including many of the patented varieties being grown under contract by Eastern firms. Tyler nurserymen, too, have been creators of new varieties of roses, notable among which is the beautiful Climbing Talisman. This rose is now grown throughout the United States while the original plant, said to be the parent of seventy-five thousand other plants, is still thriving in Tyler.

Your visit to Texas would be incomplete unless you visit Tyler either before or after the Convention.

Tyler is the center of East Texas oil field activities. It is not only the business and financial hub, but is the city of beautiful homes.

Tyler's growth during the development of the world's largest oil field has been along the most substantial line. There is a permanency about every phase of Tyler's everyday activities. Millions of dollars have been invested in permanent improvements. The City of Tyler has kept up its municipal responsibilities by providing adequate services for which it is responsible.

The latch string hangs outside the door at the Heart of East Texas and the Rose Capital of America. This latch string is only 100 short miles from Dallas.

# CITY OF TYLER

D. H. RANKIN, Chairman, City Commission

K. G. IRVING, Commissioner

J. T. ALLEN, Commissioner

FRANK JAMES, Commissioner

OSCAR BURTON, Commissioner

This advertisement paid for by friends who want you A. P. I. delegates to visit Tyler.

*Back in 1894* ... IN CORSICANA  
... they drilled for water, but ...  
*they got Oil!*

*T*HE town wanted a water well, but it flowed oil ... Mayor Whitesell prevailed upon J. S. Cullinan to look the situation over ... Cullinan interested Calvin N. Payne, Henry Clay Folger.

Senator Mills, Dr. Johnson, Fred Fleming, John Gibson agreed to supply 150,000 barrels of oil at 50 cents a barrel ... Then came refineries and pipe lines; E. R. Brown and W. C. Proctor; the birth of the Magnolia Petroleum Company.

1902 ... in Beaumont ... Cullinan ... Governor Hogg ... The Texas Fuel Company—later to be known as The Texas Company.

*Ten Years Old* THEN

In 1894, the year of the birth of the oil industry in Texas, The Dorsey Company was a growing institution with ten successful years of "service to the business man" behind it.

This, in outline, is the story of the beginnings of a mammoth industry—the birth of giants of commerce—in Texas.

Texas welcomes the American Petroleum Institute to Dallas.

**THE DORSEY COMPANY**

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Lithographers ♦ Office Outfitters*



